

The National **CLEANER & DYER**

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910



OPENING-DAY ceremonies launch new drive-through plant. Gough-Lamb Cleaners of Middletown, Ohio, presents flowers to first customer with help of city commissioner. For story of how this plant came into being see page 46

Second "Fabric Facts" Article—Wools Page 36

Plastic bags build sales at low cost Page 44

Old management returns to save plant Page 60

JUNE, 1956



Don't forget

always precoat
your filter with Hyflo

A good precoat of Hyflo pays off because it prevents dirt and lint from clogging the screen . . . simplifies cleaning later. Johns-Manville Hyflo* is the high speed filter powder that makes solvent recovery almost automatic.

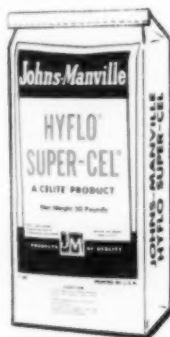
It always removes insoluble impurities, never removes active detergent.

Hyflo works with every type of system, filter or solvent. Most cleaners have depended on it ever since it revolutionized drycleaning methods 32 years ago. If you are not already using Hyflo, write today for name of your dealer. Address Johns-Manville, Box 60, New York 16, N. Y. In Canada, 199 Bay Street, Toronto 1, Ontario.

The complete filter powder
service for drycleaners

- **J-M Dealers**—there's one nearby, ready to serve you
- **J-M Drycleaners Handbook**—ask your dealer for the new 7th Edition
- **J-M Engineers**—for help on your operating problems
- **J-M Drycleaning Laboratory**—for expert study of the latest cleaning methods

*Trade mark reg. U. S. Pat. Off.



Johns-Manville

HYFLO

the filter powder for charged system cleaning

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NEW YORKERS ARE PREFERRED!

FEATHERLIGHT

The Streamlined
Press with
Fingertip Control

A GREAT
PRODUCTION
BOOSTER!

DOGWOOD
FINER FRENCH DRY CLEANERS
448 DOGWOOD AVE
W. HEMPSTEAD, N.Y. IVanhoe 1-5520

New York Pressing Machinery Corp.
880 Broadway
New York, N. Y.

Gentlemen:

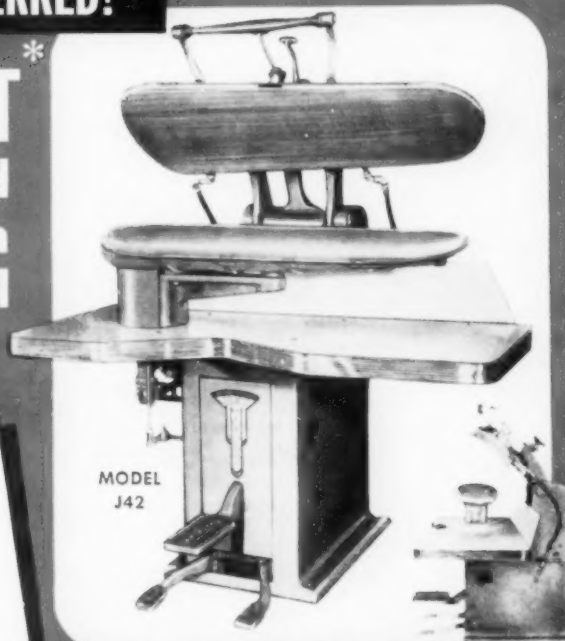
A short note to tell you that you can list the "Featherlight" among the New Yorker successes. We've found that all of your claims for the machine are as stated.

It has become our presser's sweetheart -- and a production booster as well. The fact that the operating head is as light as a feather and that it can easily be locked by hand are star features with us.

Thanks for advising us to install the Featherlight. It's just what we needed.

Very truly,

Ed. Hirsch



MODEL
J42

*THE FEATHERLIGHT New Yorker,
The Ultra-Modern Steam Press
With These De-Luxe Features:

- Compact, space-saving design.
- Saves 4 sq. ft. on each machine.
- Light-as-a-feather operating head — fingertip closing, locking, releasing.
- Adjustable hydraulic shock absorber.
- 3-point head suspension assures even pressure on all thicknesses of material.
- Improved packless steam valves.
- Most powerful steam vacuum dryer ever used.
- Attractive, sturdy pearl gray Formica table and backboard.



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FACTORIES: Paterson, N. J. • New York, N. Y.

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Descriptive
Literature

New York Pressing Machinery Corp.
880 Broadway, N. Y. 3

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Catalog, Price List and Nearest
Dealer.

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Title.....

Firm.....

Address.....

City..... Zone..... State.....

J NCD-6-56

"Builders
of Better
Pressing
Machines
For Over
45 Years"

NATIONAL CLEANER & DYER, June, 1956. Published monthly by the Business Papers Division of The Reuben H. Donnelley Corp. Publication Office, 109 W. Chestnut Street, Lancaster, Penna., U. S. A. Executive and Editorial Offices: 305 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, \$4.00; Foreign, \$6.00 per year. Volume 47, No. 6. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.

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DOUBLE YOUR PROFITS AT

Dress Sizing Time!

FOR ONLY \$2985 YOU CAN

MAKE ANY PRESS A SAFE HOTHEAD

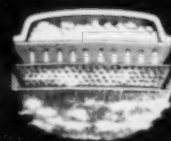
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& Pat. App. For



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TO 250° FOR
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OF ALL FABRICS

Finishes Silks, Cottons

FASTER THAN HAND IRONS!

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FREE BOOKLET AND NEWSPAPER MAT

HOW TO
BOOST
YOUR
DRESS
VOLUME



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DAVID
FREEMAN
CO.**

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Evanston, Illinois

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Utility sizes, 38" to 45", including Hoff. CO-5, Pantex 41, Pros. 443. **\$2985**
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EACH SATISFIED CUSTOMER IS WORTH \$9600 PER YEAR!

KEEP CUSTOMERS COMING BACK

Again and Again!

FOR 100% PRESSING SATISFACTION

provided by 4 exclusive Fabric-Safe features...

... that increase
production
10%
... so a
Fabric Safe
DOUBLE PLATE
pays for itself
in 4 weeks!

EQUIP YOUR
PRESSES WITH



90% LESS SHINE...

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cuts reflection



SAFETY FOR DACRON AND ALL FABRICS...

Reduces heat from 300° to safe 250°



NO STEAM MARKS OR STREAKS...

Gentle steam. No harsh jets

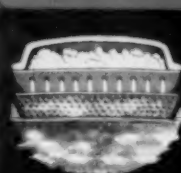
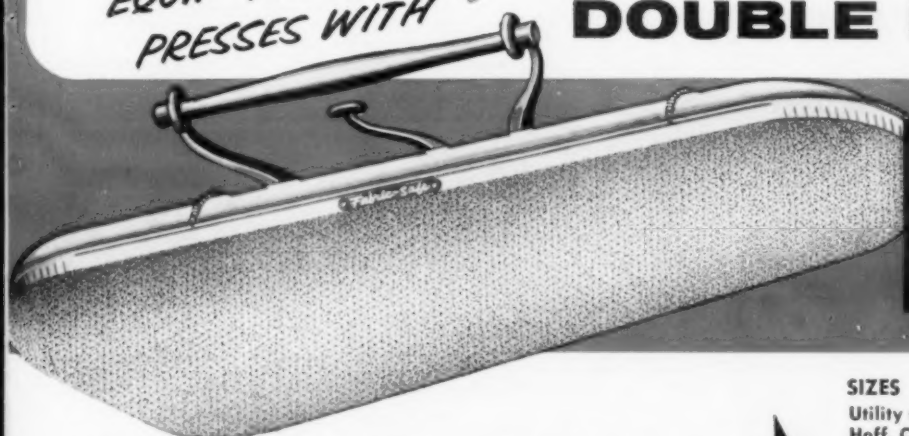


MORE MOISTURE FOR FASTER LAYS...

Steam dampens the garment. Not the padding

Fabric Safe
DOUBLE PLATES

PATENTED
& Pat. App. For



Double plates
reduce heat
to 250° for
safe finishing
of all fabrics

For Safe Finishing of Wools and
all Wool-type Synthetics!

| SIZES | FABRIC-SAFE | PRICES |
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| Utility sizes, 38" to 45", including... | | |
| Hoff. CO-5, Pantex 41, Pros. 443 | | \$29.85 |
| Mushroom sizes | | \$21.85 |
| Large sizes (over 45") | | \$38.85 |

ORDER TODAY FROM YOUR SUPPLIER

***Dacron** DuPont's polyester fiber
****Orlon** Dupont's acrylic fiber

956 B D F CO.

ISHOP DAVID FREEMAN CO. EVANSTON, ILLINOIS

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The...National
CLEANER & DYER

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JUNE
1956

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Some wise person once observed that, "The only thing constant is change." Not until I assumed this editorship did the full impact of those words strike home. No two conventions are alike. Each has its own personality and tempo, different from the last. A plant revisited is not the same. Different equipment, new faces are the rule rather than the exception.

Passing Parade

Our news pages concerning the allied trades tell of transfers, promotions and new appointments. Then we receive sad news of industry leaders passing away. Just the other day we were shocked to learn of the sudden death of John Hollingsworth. A personal friend, John was an AIL director and head of the City-Elite Laundry Company in Denver, Colorado.

It is difficult to realize that he joins George Funk, Charles Victor and the host of others who contributed so much to our industry. They represent the generation that gave drycleaning its real start. Men who established their plants some 20 years ago are stepping aside. It begins to present a very real problem.

We closely parallel the gasoline service station field. Major oil companies had their big expansion of outlets coincident with drycleaning. Now they are faced with the difficult problem of restaffing stations to replace last generation's men. Getting our plants in the proper hands can well be the most important task facing drycleaners today. May the new generation do as well as the John Hollingsworths.

Our last issue saw the beginning of a new series on fabrics. With the advent of hot weather, cottons will be an important part of plant volume, prompting our selection of that fabric for the first article. This issue covers wools. Each article deals with identification, classification, cleaning, spotting and finishing.

Fabric Series

During the next several months we will cover all fabrics, including the man-made. We were fortunate to secure two experts, Laura Porterfield and Cort Antonson, to handle this assignment. We are proud to contribute this down-to-earth series to the betterment of the profession.

—Art Schuelke

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MYCEL

CONTROLLED

drycleaning

employing the micelle principle

with Formula 886

• Electronic Conductivity Control

• Separate Purified Rinse

for perspiration removal without wrinkling

The MYCEL process is the only system of drycleaning capable of the near-elimination of wetcleaning with controlled safety. This is because the MYCEL process provides two constants which never before were attainable:

- Constant moisture level in solvent

Based on 3/10% of all solvent in charge system.

A research report released by a neutral source shows that 3/10% moisture in a 4% charge removes 66% more water-soluble soil than 8/100% moisture in a 1% charge. STREET's CONDUCTIVITY CONTROL provides automatic introduction of moisture at intervals during each cleaning cycle so as to maintain a constant moisture level equal to 3/10% of solvent.

Result: Near-elimination of wetcleaning.

- Constant moisture absorption by fabrics

Based on 15% dry weight of rayon.

When the 3/10% moisture is solubilized by a 4% charge of STREET's FORMULA 886, lipophilic micelles are formed which control the release of moisture. These micelles provide constant moisture absorption by fabrics equal to that which the same fabrics would absorb from atmosphere conditioned at 70-75% relative humidity.

Result: No wrinkling or other distortion of fabrics.

N.I.D. FELLOWSHIP BULLETIN F-14 supplies graphs and tabulations which illustrate the dual control of 3/10% moisture level in solvent and the constant moisture absorption of fabrics equivalent to 70-75% R.H. Write to STREET's for free copy of F-14 and for conference with a field technician highly trained in the MYCEL process.

R. R. STREET & CO. INC. 561 W. Monroe St. Chicago 6, U.S.A.

Action—industry-wide:

"Lint-Free Cling-Free"* process maintains
lead in charge-system dry cleaning

CONSUMER MAGAZINE AD CAMPAIGN LARGEST IN INDUSTRY

Chicago, Ill.—The largest national consumer magazine advertising program ever undertaken by a member of the dry cleaning industry has been announced by Kuttner and Kuttner, Inc., Chicago, advertising agency for the Davies-Young Soap Co., Dayton, Ohio.

Myra Janco, Davies-Young account executive, reported that more than 50 million Americans will read about "Lint-Free Cling-Free"* dry cleaning in such magazines as *McCall's*, *Glamour* and *Parents'*, along with five others during 1956. "This represents the largest undertaking of its sort in the industry," she pointed out. "With these eight magazines, we will successfully have covered America's leading national consumer publications."

Miss Janco noted that highly successful ads in *Life*, *Good Housekeeping* and *Ladies' Home Journal* have paved the way for the 1956 campaign, which will also reach the millions of readers of *Personal Romances*, *TV Star Parade*, *Movie Stars Parade*, *Movie Life* and *Intimate Romances* as well as *McCall's*, *Glamour* and *Parents'*.

The 1956 program stresses "See the Difference—Lint-Free; Feel the Difference—Cling-Free!" All ads are beamed at stimulating consumer desire for the dry cleaning detergent which eliminates static from garments.

PARENTS' MAGAZINE COMMENDS "LINT-FREE CLING-FREE"* DRY CLEANING

National Magazine Awards Seal
to Davies-Young Soap Co.

New York, N. Y.—Buckeye Clean-Charge®†, the patented, anti-static dry cleaning detergent manufactured by the Davies-Young Soap Co., has been found to meet the rigid standard set by the Parents' Magazine Consumer Service Bureau. This "Lint-Free Cling-Free"* Dry Cleaning process was found to fulfill all the claims made for it in a *Parents' Magazine* advertisement, a part of Davies-Young's intensive consumer advertising program.

J. R. Young, sales manager of the Buckeye Dry Cleaning Division, Davies-Young Soap Co., pointed out that the *Parents'* commendation seal was another step forward in public acceptance of the unique dry cleaning process which leaves clothing free of the static electricity which causes lint and cling.

267 TV STATIONS IN U. S. TO SHOW "LINT-FREE CLING-FREE"* DRY CLEANING

New York, N. Y.—The National Association of Manufacturers' nationally distributed television program, "Industry on Parade," will feature a sequence on "Lint-Free Cling-Free"* Dry Cleaning. A public service program, "Industry on Parade" is shown on 267 American television stations plus 19 in foreign countries. In addition, the films are used as educational features in schools and at military bases throughout the nation.

The "Lint-Free Cling-Free"* sequence was filmed in Dayton, Ohio, home of the Davies-Young Soap Co., maker of Buckeye Clean-Charge®† a patented, anti-static dry cleaning detergent. The sequence (Reel 292) will show this "Lint-Free Cling-Free"* innovation all the way from the mixing of chemicals and laboratory testing, through to the dry cleaning and delivering of a garment.

Reel 292, entitled "Public Service," also includes the following other firms: Mann-Mine Research & Sales Co., Reading, Pa.; National School of Heavy Equipment, Charlotte, North Carolina; Gribble Stamp and Stencil Co., Houston, Texas.

MOVIE TIE-IN AIDS NATION'S CLEANERS

"Man in Gray Flannel Suit"

Uses "Lint-Free Cling-Free"* Dry Cleaning

Hollywood, Cal.—20th Century-Fox, maker of "The Man in the Gray Flannel Suit," has announced a promotional tie-in with the Davies-Young Soap Co., Dayton, Ohio. Theme of the Davies-Young promotion is: "The Man in

the Gray Flannel Suit gives his clothes extra care with 'Lint-Free Cling-Free'* Dry Cleaning."

"Letters are being sent to all Buckeye Clean-Charge®† cleaners, suggesting that they get together with their local theater managers," said Morry Friedlander, Davies-Young Director of Retail Merchandising. "We have also written to the theater managers who will show the film, asking them to cooperate with their local dry cleaners. We have made advertising mats available, which we are urging both for newspaper ads and as 'flyers' to be handed out both at the dry cleaning plants and at the movie houses.

"Never before in the history of dry cleaning have the cleaners been able to tie-in with a national promotion of this type on the local level. 'The Man in the Gray Flannel Suit,' a 20th Century-Fox Cinemascope production, will be one of the most widely publicized movies to be shown in 1956. We have taken every advantage of the tie-in to help our growing list of Buckeye Clean-Charge®† dry cleaners."

PROMOTION AUTHORITY GETS POST AT DAVIES-YOUNG

Friedlander Appointed Director
of Retail Merchandising

Dayton, Ohio—J. M. "Morry" Friedlander, widely known as an authority on dry cleaning promotion, has been appointed Director of Retail Merchandising for the Davies-Young Soap Co., maker of the patented "Lint-Free Cling-Free"* Buckeye Clean-Charge®†.

The appointment, recently announced by J. R. Young, Sales Manager of the Buckeye Dry Cleaning Division, was made in an effort to aid dry cleaners on the local level in the building of more business and higher profits. A former dry cleaner, Friedlander has become well known throughout the industry for his outstanding window displays and other promotion. He has twice addressed the National Institute of Drycleaning, and has contributed major articles on promotion to trade magazines in the dry cleaning field.

In making the appointment, J. R. Young pointed out that Friedlander will work closely with dry cleaners using Buckeye Clean-Charge®† and will address regional dry cleaner meetings throughout the country.

A sportsman and youth leader, Friedlander organized the Little Pro Football League in his native Hamilton, Ohio. In 1954 he was awarded recognition as sports' "Man of the Year" by his neighbors.

"LINT-FREE CLING-FREE"* PATENT PROTECTS D-Y DRY CLEANERS

Washington, D. C.—The United States Patent Office has assigned a basic patent, No. 2,729,576, covering the development and use of anti-static dry cleaning materials to The Davies-Young Soap Co., Dayton, Ohio.

The patent was received by Dr. R. B. Trusler, vice president in charge of research at Davies-Young, and assigned to the company. Dr. Trusler and his research staff developed the dry cleaning technique under their long-range research program.

It is revealed in the patent that in a single dry cleaning load, such diverse items as nurses' nylon uniforms, natural silk dresses, a down comforter having cellulose acetate covering and shaggy wool blankets in green, pink and blue colors were cleaned at one time. There was no transfer of lint from one fabric to another, nor were any of the articles attracted to the sides of the machine.

R. H. Young, President of the Davies-Young Soap Co., pointed out that this patent covers the "Lint-Free Cling-Free"* methods of dry cleaning promoted by the company under the name of "Buckeye Clean-Charge®†."

"This is the method we have extensively advertised to the general public for the past two years on behalf of all dry cleaners using Clean-Charge. It is the basis for our extensive advertising campaign. With this patent, dry cleaners will now know that the U. S. Government recognizes "Lint-Free Cling-Free"* Dry Cleaning as a new basic method for the industry," Mr. Young said.

MERCHANDISE AIDS HELP LOCAL SALES

Dayton, Ohio—The most widely diverse selection of merchandising aids in the history of the Davies-Young Soap Co., is now being offered to dry cleaners using the patented "Lint-Free Cling-Free"* cleaning process.

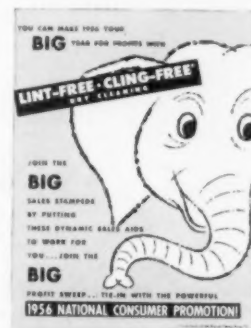
A new booklet, recently published by Davies-Young, contains 18 pages of information describing everything from point-of-sale display pieces to button tags. Featured in the booklet are many types, sizes and shapes of newspaper mats available for local advertisements; a 30-second film for TV commercials or training programs; window banners; decals, post cards; written TV and radio spot announcements; display cards; publicity releases; direct mail releases; statement enclosures, and the button tags.

Included in all the merchandising aids are those which capitalize on the fact that "Lint-Free Cling-Free"* Dry Cleaning is the same as that advertised in *McCall's*, *Ladies' Home Journal*, *Good Housekeeping* and other leading national magazines. Many mats, display pieces, enclosures, etc., point out the acceptance by *Parents' Magazine*.

Dry cleaners wishing to receive the Davies-Young Merchandising Aids booklet should address requests to the firm at P. O. Box 995, Dayton 1, Ohio.

* Trademark of the Davies-Young Soap Co.

† U. S. Patent Number 2,729,576 covering product and process; other patents pending.



PAID ADVERTISEMENT

**control
your
business,**

**protect
your
profits...**



with the
NATIONAL "CLASS 41"

Save time, save money. The National "Class 41" will cut your accounting costs. You can easily adopt this system, which gives greater route control and simplifies service analysis, whether your plant is large or small.

Simple, foolproof, fast and efficient, it is designed for both cash and charge business.

Control. Locked-in totals and management-controlled printed records assure strict control over every laundry and cleaning service.

Protection. Machine-printed records protect office personnel from possible

confusion. Route salesmen are protected from customer doubt or distrust. Customers are protected because they pay only the amount that is printed by the National machine for their laundry or dry cleaning service.

Speed and efficiency. These are gained by the rapid manner in which tickets can be processed, plant work scheduled and route control totals established. Extra hours consumed by hand methods are eliminated.

You can record and validate tickets at the rate of 400 or more per hour!

The flexibility of the low-priced National "Class 41" makes it ideal for any type or size laundry or dry cleaning establishment.

How much time and money can the National "Class 41" save you in *your* business? Find out by calling your nearby National representative. He is listed in the yellow pages of your phone book.

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
989 OFFICES IN 94 COUNTRIES



NATIONAL CLEANER & DYER

BEAT THAT SUMMER SLUMP

with

DRYCON

THE CONCENTRATED DRY SIZING
YOU CAN USE RIGHT IN THE WHEEL

...pays for itself through reduction in finishing time

Here are the principal reasons why
it will pay you to use DRYCON:

1. DRYCON restores sizing in garments equal to the finest mill finish...this means finished work of superior quality.
2. DRYCON-sized garments finish considerably faster than unsized garments...this means money saved.
3. DRYCON will size garments right in the wheel by merely adding a few ounces prepared DRYCON STOCK during the last few minutes of the cleaning cycle. This will save considerable time and labor during the summer months when you are running straight loads of easily de-sized garments such as cottons, slacks, rayons, acetates and pure silks.

DRYCON can also be used by the dip method, spray method or any other conventional method of dry sizing.

DRYCON has an entirely different formulation from any other dry sizing on the market. When used in the wheel, it will not build filter pressure and will not affect or react with any type of drycleaning soap...nor does it stick to iron, press or wearer.

DRYCON is the finest dry sizing ever produced...just in time for the Summer months when you need it most. Return garments with that crisp new look they had when they were bought...and increase your drycleaning sales.

DRYCON is the perfect product on which to base a Summer Cotton Promotion.

Made by the Manufacturers of

SACON

WATER SOLUBLE SIZING

RSR

SPOT REMOVAL IN THE WHEEL

*The manufacturing facilities, the laboratory skills, the integrity
of the house...stand behind all products of Wallerstein Research*

WALLERSTEIN COMPANY INC. • 180 Madison Avenue • New York 16, N. Y.

NEW PRODUCTS

AND LITERATURE

New Solvent/Water Cooler



Ellis & Watts Products, Inc., has announced a new line of high-capacity solvent coolers and recirculating water chillers. Designed exclusively for the drycleaning industry, these units automatically keep perchloroethylene or petroleum solvents within 2 degrees of any desired temperature, regardless of heat or humidity, the manufacturer states. They operate in room temperatures up to 120° F.

The units are compact, self-contained, and can easily be connected to any drycleaning system, Ellis & Watts states. The air-cooled refrigeration system is hermetically sealed, self-lubricating, and requires no maintenance. The cooling section can be cleaned quickly and easily without disturbing the refrigeration system.

Several models are available. Units can be supplied for parallel or in-line installation, or installed as recirculating water chillers. For complete information write Ellis & Watts Products, Inc., Monroe at Spencer, Cincinnati 36 (Rossmoyne), Ohio.

Sanitone Cotton Kit

The eighth annual mailing of promotion kits on summer cottons to Sanitone licensees has been announced by the Sanitone Division of Emery Industries, Inc., Carew Tower, Cincinnati 2, Ohio.

First begun in 1949, when cottons became high-style fashion, Sanitone's "Cotton Clinic" was designed to alleviate the drycleaner's "summer slump." The development of Style Set® finish, which imparts a pleasing body to cottons and other "silks," was instrumental in obtaining consumer acceptance for the Sanitone Cotton Clinic, Emery officials say.

The promotion kit consists of an instruction folder giving a step-by-step procedure for setting up a summer-long cotton promotion. Eight specially designed newspaper mats are available free of charge. Radio spot announcements, a publicity release, sales tips for department store salespeople, two direct-mail pieces, window streamers, posters and button tags complete the package.

This promotion merchandises Sanitone's national advertising in *The Saturday Evening Post* and *Ladies' Home Journal*. Two technical bulletins on cleaning and finishing cottons are also available.

One of this year's highlights is a booklet featuring 12 pictures of cotton ensembles modeled by the 1956 Maid of Cotton.

Newhouse Press Clamp

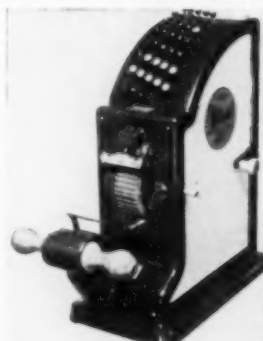


Newhouse Specialty Co., Inc., 3827 San Fernando Rd., Glendale 4, Calif., has announced an improved model of its de luxe Expansion Press Clamp. An important feature is its specially heat-treated spring steel clamping bar which is described as flat and sufficiently flexible to conform snugly to the contour of any buck at its widest or narrowest point.

E. J. Newhouse, president, advises that the generously curved end of the flat bar and the longer hook on the easy-grip, nonbreakable handle fit and protect any thickness of foam-rubber padding. The bar is said to hold securely without puckering or bunching, leaving

the presser's hands free to arrange or stretch the garment, with the press head wide open.

National Marking Redesigns



The National Marking Machine Co., 4026 Cherry St., Cincinnati 23, Ohio, has announced an improved design in its Lever Principle and No. 15 keyboard-type (illustrated) hand marking machines. This new design represents a great improvement from the standpoint of both operation and appearance, National states.

A front cover plate has been incorporated in both machine models to allow easy access for the removal of typewheels. Bright nickel plating and a change in color combination have greatly enhanced the appearance of the machines.

Tec Solvent Cooling Units



Tec Evapo Solvent Cooling Units are engineered to keep solvent between 78 and 85 degrees F. the year round, according to the manufacturer, Tec Specialties. They operate by evaporative cooling during summer months and by connecting to a steam line in winter.

The units are said to be excellent for year-round use in reclaiming (by recirculating)

cooling water for still and reclaimers. They have been thoroughly tested in the field and all reports are highly favorable, Tec states.

The units are available in five sizes, from 1,080 gallons to 5,000 gallons per hour. All surfaces touched by solvent or water are either copper, brass or Armco zinc-galvanize to prevent rust or corrosion.

Complete information is available from Tec Specialties, P. O. Box 295, Atlanta 1, Ga.

Lightweight Dry Pickup Vac



Multi-Clean Products, Inc., has introduced the D-110, a new lightweight vacuum cleaner for dry pickup. The D-110 is powered by a universal type AC/DC, 115 volt, 1/2 hp. motor which delivers ample power for all vacuum cleaning jobs, according to the manufacturer.

Suction is created by a two-stage turbine which develops a 66-inch water lift at the end of a 1 1/2-inch hose, 8 feet long, with closed orifice. The tank is all-welded steel construction with 1/2-bushel capacity. Easy on-off latches are said to insure a perfect seal between tank and cover.

The D-110 is equipped with a 30-foot, 18-gauge, 3-conductor cord made of nonmarking rubber with molded rubber plug. A strain reliever cushions the cord against sudden pulls and strains. Weighing 29 pounds, the vacuum rolls freely in any direction on four swivel-type casters. It stands 21 3/4 inches high, is 14 1/4 inches in diameter and is UL listed.

Complete information is available from Multi-Clean Products, Inc., 2277 Ford Parkway, St. Paul 1, Minn.

Continued on page 110

YOUR REQUEST

For further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

HOYT

Reclaimers and Dryers for every requirement . . . handle all loads from the smallest to the largest!

RECLAIMERS



SUPER-FAST SOLVO-MISERS

This series cuts reclaiming cycle up to 50% . . . keeps pace with the cycle of any drycleaning machine on the market.



SOLVO-MISER 75

75 lb. cap. d.w. of this unit permits it to handle large volumes of work most economically and fast. Also available as a Super-Fast unit.



REGULAR SOLVO-MISER

Famous reclaimer available in three sizes with cap. from 20 to 50 lbs., d.w.



SOLVO-MISER MODEL 4518

Big-capacity (37-47 lbs. d.w.). Goes through a 36" doorway. Automatic timing system. Also available as a Super-Fast unit.

DRYERS



WESTPORT

All operating controls conveniently located on front panel. Just set timer and drying cycle is automatically completed at temperature desired. (Cap. 40 lbs. d.w.).



TUMBLER MODEL 75

75 lb. d.w. cap. laundry and drycleaning tumbler. Other sizes available.



DUO-DRI

32 lb. d.w. cap. (twin dryer - 16 lb. per unit. Separate automatic controls and heaters.)



BIG BERTHA

110 lb. d.w. cap. laundry and drycleaning tumbler.



DRYERETTE, JR.

16 lb. d.w. cap. Available for gas, electric, or steam. Automatic controls. Can be supplied coin metered. Ideal spotting tumbler.



DRYERETTE

27 lb. d.w. cap. Automatic controls. Can be supplied coin metered.



We specialize exclusively in dryers and drying reclaimers. Our machines are the last word and set the pace for the industry.

HOYT MANUFACTURING CORP. Westport, Massachusetts

Please send me information on the following Hoyt machines:

RECLAIMERS

- ☐ Super-Fast Solvo-Misers
- ☐ Solvo-Miser 75
- ☐ Regular Solvo-Miser
- ☐ Solvo-Miser No. 4518

DRYERS

- ☐ Westport
- ☐ Tumbler Model 75
- ☐ Duo-Dri
- ☐ Big Bertha
- ☐ Dryerette, Jr.
- ☐ Dryerette

Name.....

Company.....

Address.....



Nicholson *steam trap* capacity gives you ...

faster, more effective condensate removal



Write, today, for your copy
of new Bulletin 10-55—for
detailed information.

Nicholson capacity is greater than that of any other trap of the same size. And, greater capacity—right across the board—means the Nicholson trap discharges condensate and air from cleaning and pressing steam lines and equipment *faster, more effectively.*

- powerful valve action—big husky bellows.
- positive shut-off—finely ground valve and seat.
- high capacity—effective use of large orifice.
- each unit service tested—with steam.

When less than the best won't do, specify Nicholson.



W. H. **NICHOLSON** *and Company*

TRAPS • VALVES • FLOATS • METAL PARTITIONS
LAUNDRY, DRY CLEANING AND PRESSING MACHINERY

14 OREGON STREET, WILKES-BARRE, PA. • SALES AND ENGINEERING OFFICES IN 98 PRINCIPAL CITIES

NATIONAL CLEANER & DYER

MORE and MORE DRY CLEANERS

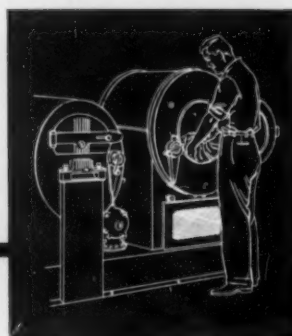
Prefer...

**SHELL
SOL**

for fast general work

**SHELL
SOL 140**

where high flash point
is required and
low odor counts



Both

are approved and listed by the
National Institute of Dry Cleaning and
Underwriters Re-Examination Service.

SHELL OIL COMPANY

50 WEST 50TH STREET, NEW YORK 20, NEW YORK
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA



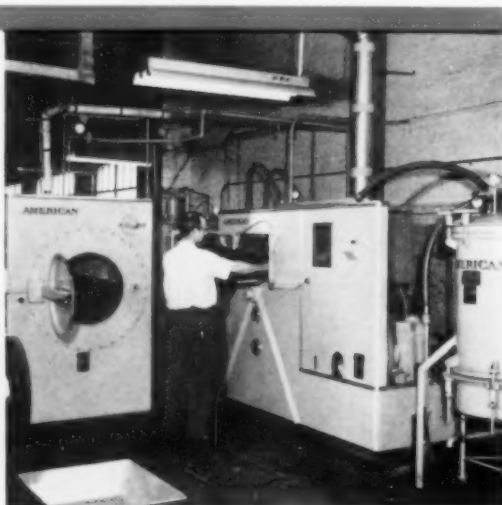
AceCo...

Today's most complete shopping center for dry cleaning equipment

AceCo's new complete line fills every need for dry cleaners of all types and sizes. Included are 2-bath petroleum units, single and 2-bath synthetic units, air-driven and foot-operated presses, tumblers, washers, extractors, filters, stills and all accessory equipment. For complete information write today.



For the petroleum plant. The Truclen 2-Bath Washer-Extractor Unit, pioneered by American. Designed for cleaning with exceptionally strong soap solutions—up to 6% Y-pocket cylinder enables you to clean three classifications of work in one load. Two sizes of Truclen Units available. The 48" x 36" with 180 lbs. per hour capacity, and the 40" x 30" with 110 lbs. per hour capacity. Both give finest quality cleaning with greatly reduced spotting and wet cleaning.



For the two-bath perchlorethylene plant. The American Truclor 2-bath unit. Will produce up to 125 lbs. per hour with maximum savings in labor and supplies. Used with super-strong soap solution for efficient, thorough cleaning. Exclusive Iso-Vibe mounting eliminates need for special foundation—makes installation easy. Separate filters (tubular or bag) for both wash and rinse baths assure thorough soil removal. Continuous distillation of rinse bath keeps solvent pure.

American Cleaners Equipment Company • Cincinnati 12, Ohio

Division of The American Laundry Machinery Company

For the quick-service plant, AceCo offers a full line of modern, efficient dry cleaning machinery and equipment. In addition, AceCo representatives will provide expert assistance in selecting the proper location, plant layout, store design and furnishings, and training of employees.



For the single-bath perchloroethylene plant. The American-Martin Model 60 single-bath unit—a "cold" or transfer unit with capacity of 200 lbs. per hour. Model 30 transfer unit with 112 lbs. per hour capacity also available. Model 25 "hot" unit, 50 lbs. per hour capacity. Completely automatic.



For the modern pressroom. AceCo Air-Driven Press with twin controls gives fast, quality finishing. Fingertip bar-type controls on both head and under front of table, or choice of either one. Foot-operated press with fingertip release on head also available. Utility, Mushroom and Pants Leg Models, air or steam vacuum.



Modern, attractive interiors characterize the quick-service plant of today. Doing the work "on premises" answers the need for fast, quality dry cleaning. Many quick-service plants have established shirt finishing departments and other added services. American's 3-Operator Shirt Laundry can produce 2,000 or more shirts per week, attracts more customers and means extra profits for you.

You can expect more from

American
American Cleaners Equipment Co.

SIGNS of the TIMES

Vacation Safety Aids: Vacation safety is the theme of a new booklet and film produced by the National Safety Council.

The Council suggests giving the booklet, "Have a Good Time," to employees on the eve of their vacations. Colorful drawings illustrate safe rules of driving, swimming, camping and other vacation activities.

The 10-minute sound film, "Vacation Safety," shows how to avoid special hazards of travel, camping and strenuous athletic activities. It stresses the responsibility of the head of the house to his family during those two weeks when he is vacation director.

For a sample of the booklet and further information on the film, write the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

#

Ontario Legal Actions: The Dry Cleaners Institute (Ontario) Limited reports that By-Law No. 19538 was approved by the Legislature of the Province of Ontario March 27 and the By-Law is now in effect. All plants opening in the City of Toronto after April 1, 1956, are required to comply with the requirements of the new By-Law. All plants licensed prior to April 1, 1956, will continue under their present licensing arrangements until December 31, 1956, but the other parts of the new By-Law will now apply.

The Institute also points out that the gas tax on petroleum cleaning solvents has been abolished. However, tax will be charged for an unspecified length of time until the necessary adjustments have been made by the Gas Tax Department.

#

Public Service: The Chattanooga (Tenn.) Dry Cleaners Association had a special bag designed to help promote the Chamber of Commerce's annual Clean-Up Week, proclaimed recently by Mayor P. R. Olgiati.

Safe driving awards were recently presented to seven employees of Hoosier Cleaners and Laundry, Inc., Elkhart, Ind. Wayne Wagner, Ray Weldy, Lester Skinner, Jim Weaver, Merle Simonson, Jack DeMorrow and Joe Snively received awards.

Morry Hirshman of Banner Cleaners & Dyers, Inc., Chicago, Ill., will serve

as chairman of the Cleaner's & Dyer's Division of the 1956 Combined Jewish Appeal of Chicago, Ill., according to a recent announcement.

The South Texas Cleaners & Dyers Association, Inc., recently held its annual dinner for the boys of Boysville. Entertainment rounded out the evening.

#

Chamber Opposes Wage-Hour Extension: Extension of Federal wage-hour legislation to retail and service businesses probably would lead to higher prices and less service for customers and loss of jobs for employees, the Chamber of Commerce of the United States advised Congress on May 10.

In testimony prepared for a Senate Labor and Public Welfare sub-committee, Chamber spokesman Van H. Priest of Madison, Florida, said these are the logical results of higher wage costs without corresponding increases in productivity. Mr. Priest, who is president of a chain of small variety stores in Florida and Georgia, said extension of the wage-hour law to his business, on the basis of 1955 sales, would have more than wiped out "our entire net profit." (Most small retail and service businesses operate on a narrow margin of profit.)

To support these views, Mr. Priest quoted statements from retail and service business operators in eight states. A number of the correspondents pointed out that marginal and part-time employees would be hardest hit.

Mr. Priest also said that provisions in legislation before the sub-committee (S.2748 and S. 3310) to exempt smaller retail and service businesses from extension of the wage-hour law would be unfair to the larger concerns while discouraging the growth of smaller concerns.

The only issue, he said, is Federal wage-and-hour policy, and the Chamber is convinced that the Federal Government "should not seek to regulate local-market types of industries and employment that have no relation to production for interstate sale." He maintained that retail and service businesses are essentially local businesses, even though a single firm may have outlets in more than one state.

The Chamber spokesman challenged the need for extension of the wage-hour law to retail and service

businesses, pointing out that wages and hours in these fields have kept pace with industries covered by the law.

#

Small Marketers Aids: The Small Business Administration has published two new leaflets in its series of Small Marketers Aids: No. 7, "Why Small Business Owners Need Sound Wills," and No. 8, "Providing Management Replacements in Small Business."

No. 7 suggests that a sound will may avoid forced liquidation of a small concern, help obviate many management problems and thus help to perpetuate a business. It further points out that a small business owner should provide for his executors to carry out any arrangements made during his lifetime for the sale or other disposition of his business interests. Reference is also made to the specific power that should be granted to the executors in the will. The leaflet advises trusteeship as more effective and practical than a guardianship if minors are to inherit the business. Tax considerations and their relationship to wills, plus the effects of an incorporation, are also discussed.

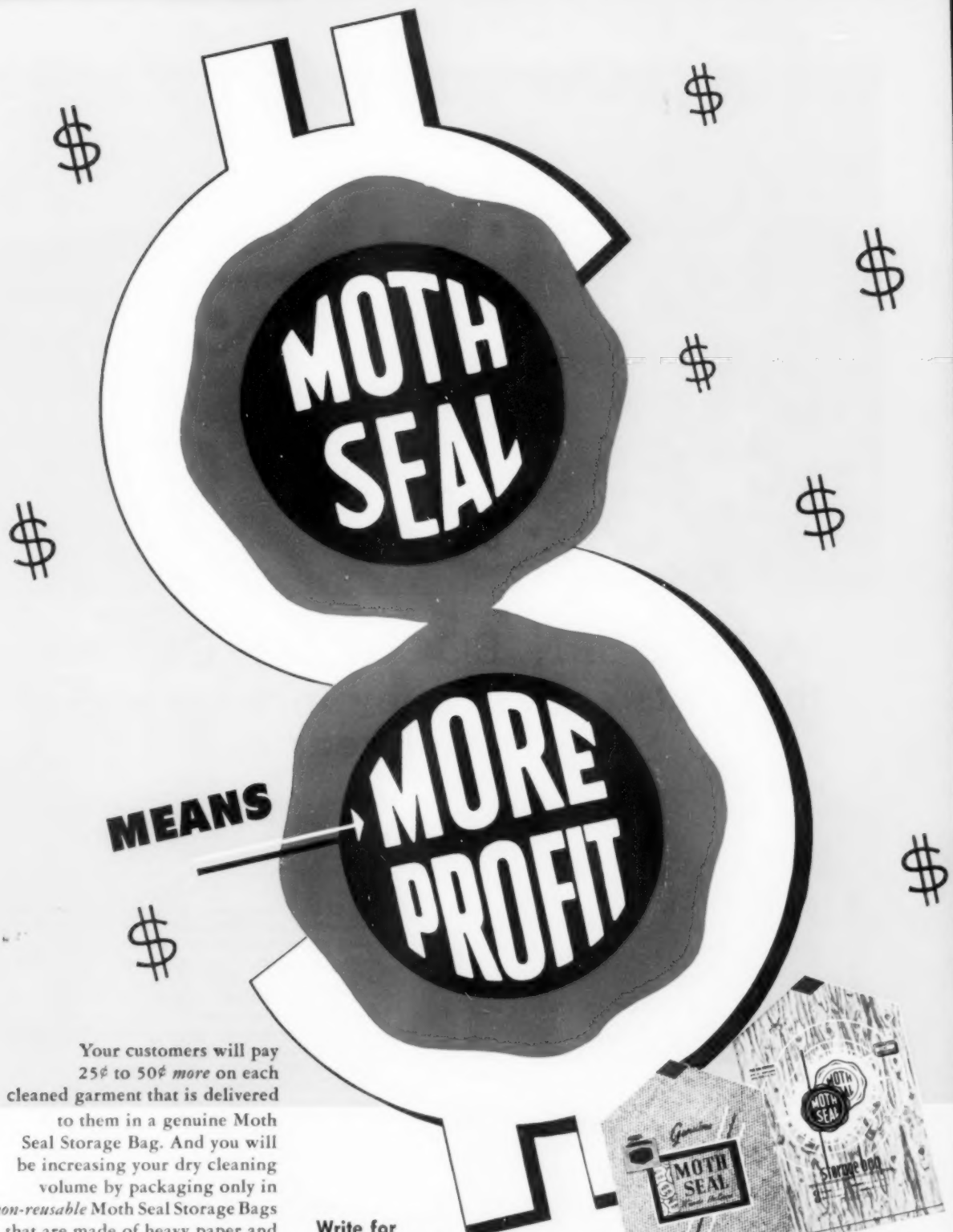
Small Marketers Aid No. 8 highlights the need for small firms to improve plans for filling vacant top jobs, since the need seems greatest where the small business owner runs a "one-man" show. Lack of a competent manager to take over when the boss can no longer function can often result in small business failure, according to the leaflet. The analysis is said to be based on detailed observation and study of over 2,000 organizations.

Copies of these Aids are available free from the Small Business Administration, Lafayette Building, Washington, D. C., or from the agency's field offices.

#

Advertising Textile Fibers: The Better Business Bureau of New York City Inc. hopes to eliminate confusion with regard to textile advertising in its new Guide for Retail Advertising of Textile Fibers.

The Guide sets forth five basic principles for fiber description in advertising, lists eight specific standards for textile fiber advertising and devotes almost half of its space to concrete examples of correct and incorrect usage in areas where the majority of advertising errors have occurred. The Guide is available from the Better Business Bureau of New York City Inc., 280 Broadway, New York 7, N. Y.



Your customers will pay
25¢ to 50¢ more on each
cleaned garment that is delivered
to them in a genuine Moth
Seal Storage Bag. And you will
be increasing your dry cleaning
volume by packaging only in
non-reusable Moth Seal Storage Bags
that are made of heavy paper and
thrown away after they are opened.

Your customers' garments will
positively be brought back to
you for cleaning after they have
been put into use. Order your
Moth Seal requirements TODAY
from your Lincoln distributor.

Write for
free samples!



Lincoln Bag Company, Inc.

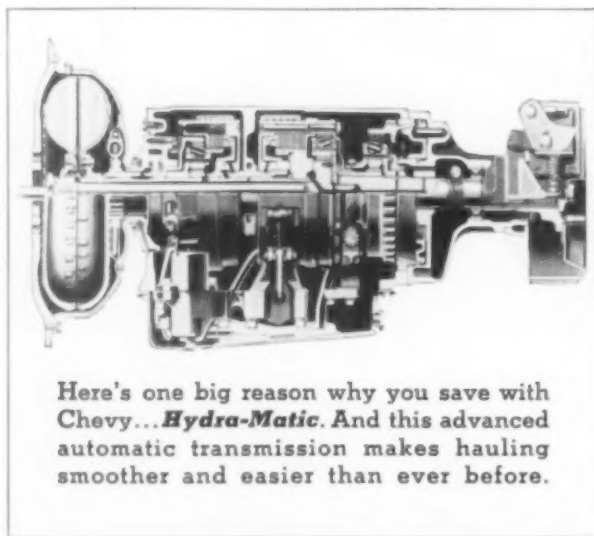
Para-Lux Products Company

4200 WEST SCHUBERT AVENUE • CHICAGO 39, ILLINOIS

Serving the Thinking dry cleaners of America



A MODERN ECONOMY CHAMP that puts extra money in your pocket year in and year out!



Here's one big reason why you save with Chevy...**Hydra-Matic**. And this advanced automatic transmission makes hauling smoother and easier than ever before.

They're the champs of the lightweight class, these new Chevy Pickups, Panels and light-duty Stakes—and that means unsurpassed *economy* as well as power and performance!

Consider, for example, the economy aspects of Chevrolet **Hydra-Matic** transmission.* This modern automatic transmission not only gives you the ease of no-shift hauling . . . it also *saves you maintenance money* because the hydraulic coupling protects universal joints, rear axle gears and shafts, rear tires and engine parts from shock loads.

And the advanced heavy-duty 3-speed** and 4-speed*** transmissions provided in new Chevrolet light-duty models are moneysavers, too! Their extra-rugged construction is added assurance of *dependable* operation that keeps costs down.

You'll find there are *many* such reasons why these new Chevy models are the economy champs! If you're out to save money, see your Chevrolet dealer soon. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost in Series 3000 models.

**Optional at extra cost in all Series 3000 models.

***Std. in Series 3800 models, extra cost option in other Series 3000 models.



NEW CHEVROLET TASK-FORCE TRUCKS

Anything less is an old-fashioned truck!



This little
bottle cures
more headaches
than aspirin !

FREE

New "Shirt
Lauderer's
Spotting Guide."
Handy wall chart
lists 19 common
stains, shows what
to use to remove
them. For a copy
write A. L. WILSON
CHEMICAL CO.,
Kearny, N. J.

Keep a little bottle of YellowGo spotting solution on the board. There's no better way to make short work of "headache" stains from fugitive dyes, button rings, black buckram, red clay, metal, matches and the last traces of lipstick.

YellowGo is the famous titanium safety stripper that knocks out dye stains of any color from any fabric. Use it on colored garments as well as whites . . . YellowGo takes out the unwanted dye fade without affecting the fabric's original color. And, because YellowGo is not a bleach, it does not whiten off-whites . . . does not mat wool.

Order a quart or gallon of YellowGo from your jobber and ask for the little spotting bottle shown above. Filled with a mixture of YellowGo and water, this little bottle will prove to be a real handy helper in your spotting operations. And, when you're faced with a dye fade that covers a large area, just make up a bath of YellowGo solution and dip the whole garment in it.

YellowGo will help you increase your "spot removal average," save you valuable time too. And it's so economical . . . a whole gallon of YellowGo spotting and stripping solution costs you only a nickel.

YellowGo[®] is a WILSON "GO" PRODUCT . . . made by
A. L. WILSON CHEMICAL CO., sold by LEADING JOBBERS



PERFECTION CLEANERS

AL

\$264,000 Backs This Claim...

PERK-O-MATIC Gets the Most out of the Cold, 2-Bath Process

"LOOK . . . Ten or twelve thousand is big money . . . I'm making as sure as I can that it gets me the best in cleaning equipment."

.....

This expresses the hard-headed business approach to selection of equipment for each of the 20* modern plants you see here. They investigated . . . dug deep for facts . . . compared equipment in every possible way. And, each plant independently arrived at the same "best" answer . . . PERK-O-MATIC. Several of these plant owners later bought additional Perk-o-matics for branches.

Together these 20 plants laid \$264,000 on the line to support their judgment . . . and our claim . . . that a Perk-o-matic gets the most out of the cold, 2-bath process.

THAT MEANS whiter whites, brighter colors, softer feel . . . quality work to build business. It means an absolute minimum of wet cleaning and spotting to build profit.

MORE, it permits cleaning a 50 lb. load to that quality standard! Perk-o-matic has the largest true capacity per sq. ft. of floor space.

WHY a Perk-o-matic does all this . . . does it better in the judgment of careful buyers . . . you can see for yourself. Just visit an installation. See the exclusive *positive deep drop* action design of the cylinder. Watch the *rinse solvent maintained in proper condition* — automatically. See the simplest of operating routines. And, mechanical simplicity that frees an owner from troubles.

SEND FOR FOLDER about these and many other features no other equipment can match.

**Typical of the many Perk-o-matic users*



Trenton, New Jersey
Bond Dry Cleaners & Launderers



Toronto, Ontario
Paramount Service Stores, Ltd.



Dallas, Texas
Zip Cleaners



Wichita, Kansas
Cowboy Cleaners #8



Racine, Wisconsin
Ideal Cleaners



Niagara Falls, New York
Palace Laundry Co.



Los Angeles, California
Dry Cleaning Dept., Broadway Dept. Store



Bellingham, Washington
Vienna Cleaners



Torrance, California
Perfection Cleaners



Springfield, Massachusetts
Royce Superior Laundry & Cleaning



Prairie Village, Kansas
Hanna Dry Cleaners



Kansas City, Missouri
Ambassador Cleansing Co.



Ridgewood, New Jersey
Corde Cleaners, (Alvin Stores, Inc.)



Las Vegas, Nevada
Whistle Cleaners



North Haven, Connecticut
Ted's Cleaners



Grand Junction, Colorado
MarMac Cleaners



Skokie, Illinois
Duval Cleaners



High Point, North Carolina
Superior Dry Cleaners



Cynthiana, Kentucky
Mullins Cleaners

Perk-o-matic
by **Pantex** MANUFACTURING CORPORATION
Box 660B, Pawtucket, R. I.



Vancouver, British Col.
Court Cleaners, Ltd.

BUSINESS BUILDERS

Department-Store Merchandising Idea Sells Cleaning



Two well-groomed mannequins advertise the quality cleaning of Crown Laundry at Sherbrooke, Quebec, Canada. The figures are stationed in the plant call office. They are changed seasonally to help promote special

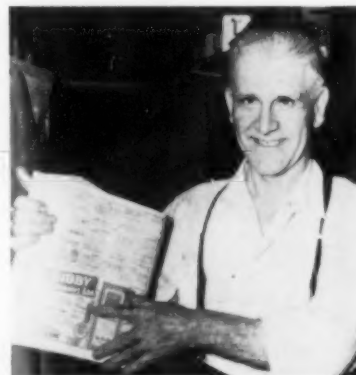
services. These include sizing, fur cleaning and storage. They also help direct customers' attention to posters.

Local department stores are glad to provide costumes in return for free plugs.

The photo of the interior shows shelves beneath the window counter. Marking tags and invoices are handy to the salesgirl. The two sliding glass panels are removable and can be seen at the left of the girl. The bell at her left is activated by a service station-type warning bell hose that extends across the driveway.

At night the glass panels are put in place in the window frame. A heavy plywood panel is then set against the glass. This is held in place by a pair of heavy wooden bars that set in the heavy metal brackets for protective purposes.

Arrows Dramatize Ad



"It takes a picture," Ray Bibby says. "When we started using pictures with arrows pointing to the different suit services which we give at Bibby Cleaners Ltd. (Vancouver, B. C.), we began getting results."

The ad Mr. Bibby refers to is a large display space in the yellow pages of the Vancouver phone book. There is an illustration showing his attractive plant building and also one showing a lady wearing a suit. Arrows point to the hemline, a seam, coat lining and coat button, with these line readers:

"Buttons Checked—Linings Hand Pressed—Seams Sewn—Hemlines Served."

"The lines with the arrows pointing to the picture," Mr. Bibby says, "and the fact that we mention these services get the results, not the services. There is nothing unusual about them; it's just that people respond when you call attention to them. We noticed the difference as soon as we started using this ad."

Window Service Boosts Drive-In Volume



Better service to customers has added as much as 25 percent to the volume of Harlow Drive-In Cleaners at San Carlos, California. Off-street parking has always been available at this plant. Adjoining it is a 25-foot-wide paved area, serving as a parking lot and an access to an alley behind the plant.

In a bid for new customers, Ed Harlow installed a window counter to save steps for patrons. The call-office counter girl can take care of walk-in trade as well as car business, because of the location of the window.

It is set in a metal casement and is made up of two panes of glass. It is 3 feet high by 4 feet wide. The sill or counter extends a foot, both inside and outside the window frame. A decorative metal canopy forms a protective roof 6 feet over the cars. It extends about 2 feet past each side of the window.

Sloped slightly, the leading edge is fitted with a gutter to keep patrons and the counter girl dry during rainy weather. The lightweight canopy is supported by rods to the plant wall. A fluorescent light gives illumination.

BIGGER *capacity*

dries **FASTER**



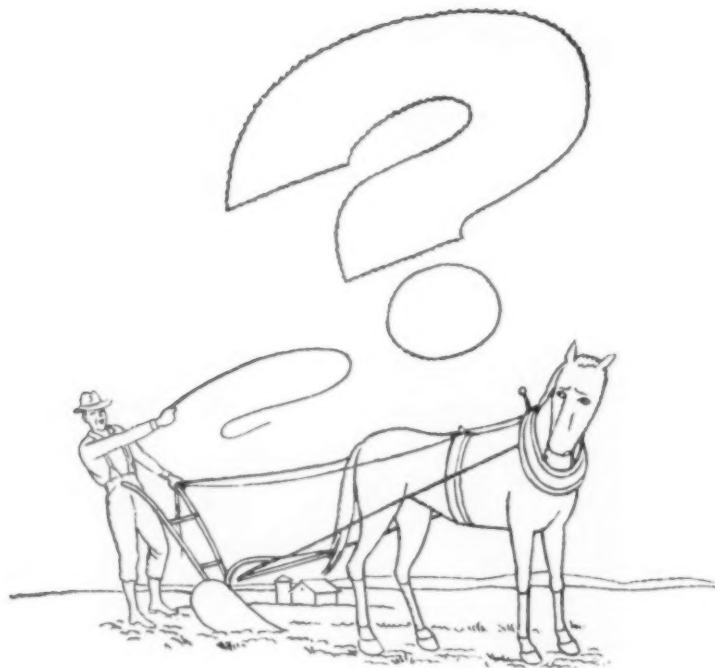
● Among all dryers on the market, the big, dependable "work-horse" is the HUEBSCH "42." It is 42" in diameter and 42" in depth . . . and its huge capacity (80 to 100 pounds dry weight) doubles the capacity and output of a conventional 36" x 30" tumbler! The HUEBSCH "42" provides faster, more efficient drying at amazingly low original, operating and maintenance costs. Operates with very little steam and little electricity (it uses only a 1½-HP motor). If you have a large-volume drying problem (as most plants do these days) get the facts on the HUEBSCH "42." You'll be glad you did!

HUEBSCH MANUFACTURING CO.
3775 N. HOLTON STREET
MILWAUKEE 1, WISCONSIN

Made by the world's largest manufacturer of open-end drying tumblers

HUEBSCH "42"

OPEN-END TUMBLER



Would You Hitch a Race Horse to a Plow?

Of course you wouldn't. You'd choose the right kind of horse for the job.

Strange as it may seem, however, cleaners often do something just as inconsistent by trying to use one sizing for all textiles.

Textile manufacturers use a bewildering variety of sizings to impart the desired finish to their products. And it's your job to duplicate that original finish in your plant. For example: cottons, silks, wools, synthetic fibers, etc., might all be in your plant for sizing, which would present a problem in itself. But when each one requires a different *kind* of finish, the problem is multiplied. One might require stiffness, another sheen, another softness. How-to-do-it is the question.

Here's what we've done to help you with this complex problem. Eaton's staff of specialists has developed a complete line of sizings which, when used according to directions, provide the desired finish for any type of textile you'll encounter. They're easy-to-use with your present equipment . . . no further investment necessary.

To make it still easier for you, Eaton's technical consultant has prepared a special bulletin which tells you when to use each sizing and how to use it.

Get the answer to your sizing problems. **Write for "Eaton's Sizing Story"**. Eaton Chemical and Dyestuff Company, 1490 Franklin Street, Detroit 7, Michigan. *Canadian Plants: Toronto and Windsor.*

(Advertisement)

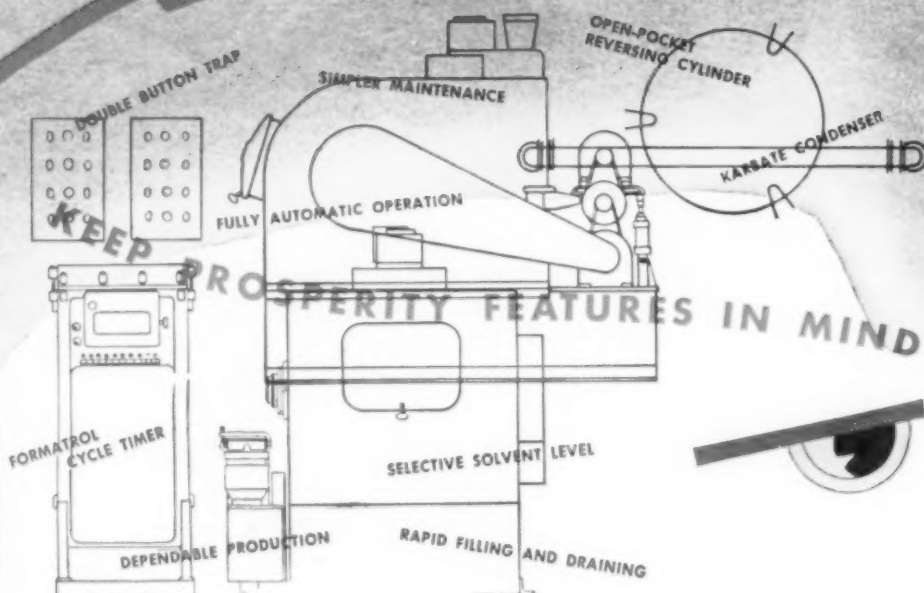


International's Garment Bags protect the good work you do
in your shop. And your advertising on them in bright colors sells new
jobs on the way to the customer's home. It's an eye-catching,
low cost way to win new customers. Call your supplier today.



DON'T BE BRAINWASHED


BY **BLACK IS WHITE** CLAIMS



It seems that many claims are made today on the precept that if they are repeated frequently enough people will believe them.

LET'S FACE THE FACTS:

- 1 — The open-pocket, reversing cylinder has the most efficient washing action, washing a given load cleaner in less time and without bunching or balling of garments. Claims to the contrary are false . . . all experienced cleaners know this.
- 2 — Prosperity Formatrol Operation provides on-time, full-time functions of a cleaning cycle in minimum time . . . anything less is a "short cut" that excludes some part of a quality cleaning cycle.
- 3 — The Prosperity system of distillation, filtration and reclamation is built to the highest standard of efficiency and to full-operation capacity of the unit . . . anything less offers less.


YOU CAN BELIEVE YOUR EYES . . .

Below are actual photographs of same weight, same-type load in open-pocket, divided pocket and Y-pocket cylinders of identical dimensions.



PROSPERITY OPEN-POCKET REVERSING CYLINDER

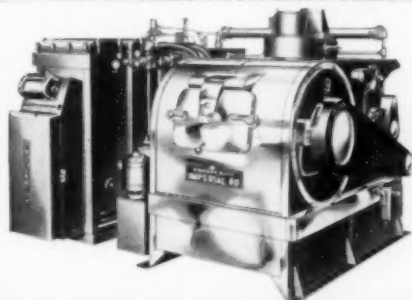
You've got to get at all surfaces to wash your hands thoroughly. Prosperity's open-pocket, reversing cylinder continually opens all folds of garments for penetrating saturation and provides maximum drop . . . essential to faster, cleaner washing. Extraction is favored and drying is faster and more uniform . . . garments are better conditioned for finishing. Loading and unloading is faster. Prosperity design does not require divided pockets for high-speed stability.



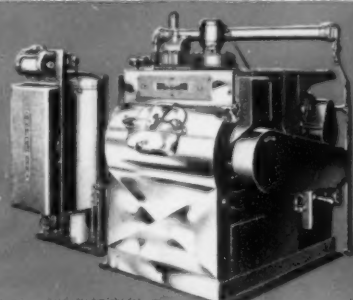
2-POCKET AND Y-POCKET NON-REVERSING CYLINDERS

2-Pocket and Y-Pocket non-reversing cylinders bunch garments into rolls, retard washing action, reduce extraction and drying efficiency. You can, of course, wash this way . . . but let's face the facts . . . it's not most efficient from the standpoint of machine time and power.

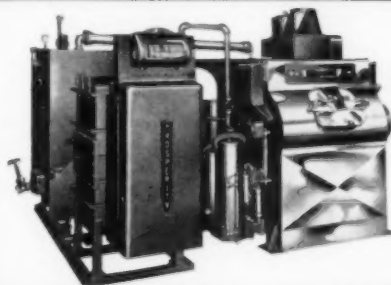
ONE OF THESE PROSPERITY FULLY AUTOMATIC SYNTHETIC CLEANING UNITS WILL BEST MEET YOUR REQUIREMENTS



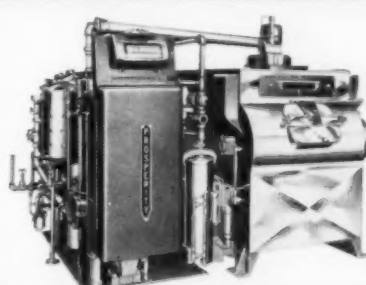
IMPERIAL 60
FULL RECOVERY



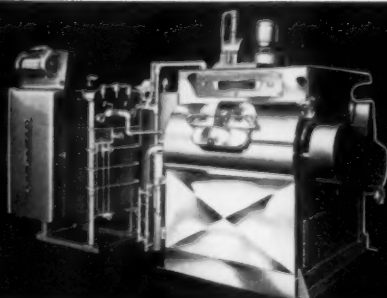
MODEL 8-A
FULL RECOVERY



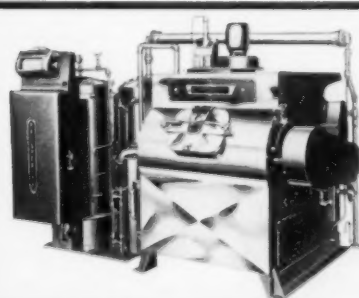
MODEL 7-B
FULL RECOVERY



MODEL 8-B
FULL RECOVERY



MODEL 7-C
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MODEL 8-C
SEPARATE RECOVERY

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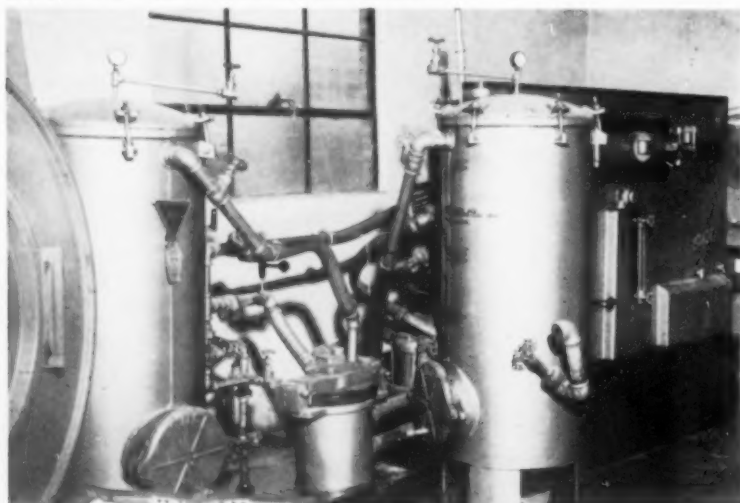
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Sales, Service and Parts in Principal Cities



GADGETS and GIMMICKS

Equipment Revision Eases Maintenance



Space limitations made the usual package setup of cleaning equipment difficult to maintain at 20th Century Cleaners in Dallas, Texas. Owner Paul Aaron moved the soap filter in front

of the unit, between the washer and the rinse filter.

A little extra piping on the installation is saving valuable man-hours on filter maintenance.

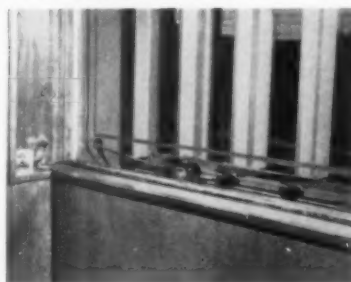
Fire-Door Automatically Operates Conveyor



At the Progress Laundry Co. of Chicago, Illinois, the addition to the plant, over the garage, is in a separate building although there is a common wall. Finished drycleaning must go through a fire door, required by ordinance, and downstairs on a gravity conveyor.

Owner Carl Schmidt's conveyor line goes right to the fire door and there is broken until the door is opened and trips a catch that drops a section of the conveyor rail down into place. Then the hangered garments continue on their trip.

Shutters Controlled Electronically

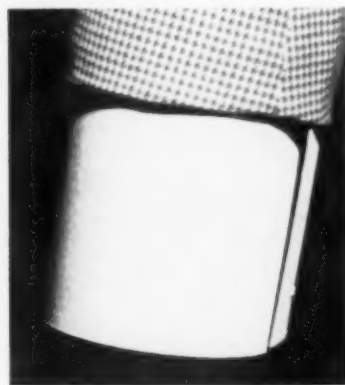


Vertical awnings at Elite Cleaners and Dyers, Pasadena, California, are operated from inside the call office. The plant installed a tiny motor to the

crankshaft on the outside wall. A reduction gear for the necessary power and a toggle-switch control complete the installation. The panels can be opened or shut at will from inside by the counter girls.

Switch and wiring to the outside are shown at left of photo.

Shirtboards for Sleeves

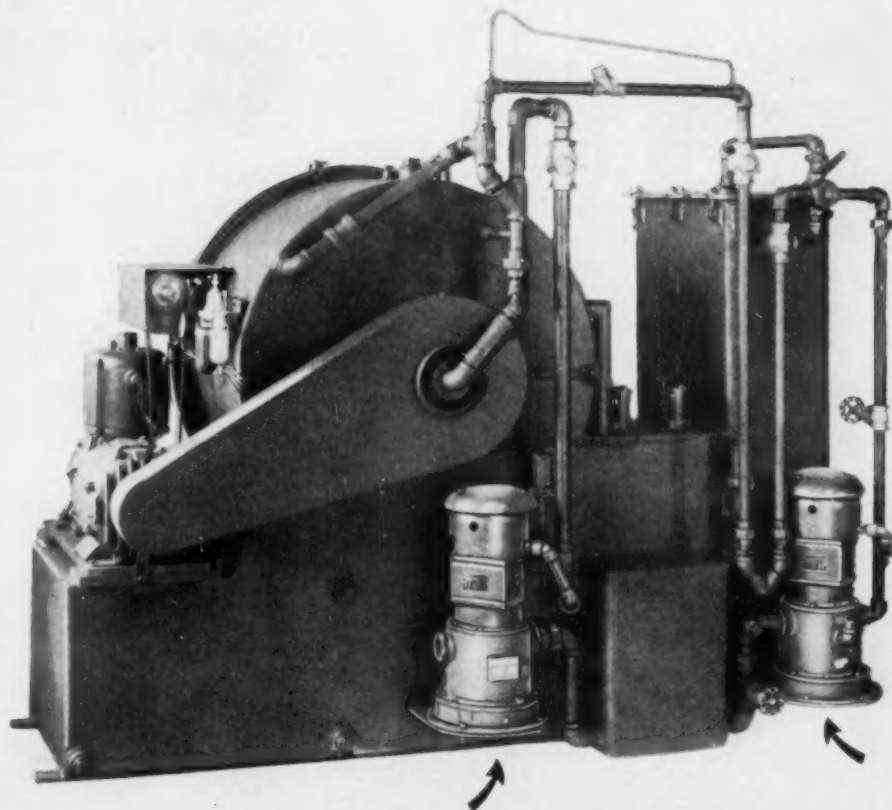


It seemed to Chuck Gross, superintendent of Johnson Cleaners and Laundry at Nashville, Tennessee, that coat sleeves take a beating, both on the cleaner's slickrails and storage racks and in the customer's closets. Therefore he adopted the practice, on the plant's de luxe service only, of inserting shirtboards in the sleeves of men's coats and ladies' jackets.

Most of these garments have roll sleeves, so Chuck takes two lightweight shirtboards and laps them along their longer sides, stapling the shirtboards together at the bottom. He then laps the free sides of the shirtboards to form a tube. This he inserts into the sleeve of the coat, leaving a couple of inches protruding. He lets the tube spring out as far as it will to fill out the sleeve. Then he staples the bottom of the tube on the side opposite the first staple, to hold the tube rigid and resist crushing.

On creased sleeves Mr. Gross lays the shirtboards on each side of the sleeve, on the outside. He then staples the shirtboards together in two or three places just beyond each crease.

Plantowner Ike Johnson gives a lot of credit to these shirtboards, as well as the tissue used in the shoulders, for the firm's rapidly increasing sales of the de luxe service.



Kling "100" Corporation uses Marlow Pumps exclusively for its new Air-matic, 2-bath system which is designed for petroleum solvent. Marlow Self-Priming Centrifugal Pumps were chosen for this new drycleaning machine because of their quiet, long-lasting, trouble-free operation. Shown above are two space-saving Marlow vertical, self-priming pumps that are used to handle the solvent from the filter to the machine.

marlows are long lasting!

With long-lasting Marlows, pump replacement is practically a thing of the past. There are no close clearances or meshing gears . . . hardly anything to wear. These dependable pumps are almost fool-proof and even pass suspended solids and lint without damage. An exclusive shaft-seal eliminates leakage, minimizes fumes, prevents solvent loss and assures dry floors. For new machines, plant modernization or replacement . . . make it a Marlow. See your Marlow dealer today or write for Bulletin DC-04.

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PRE-OIL-BREAK newest answer to spotting problems



WARCO'S PRE-OIL-BREAK

was specifically compounded to remove oxidized oils, greases, butter fats, milk, cream and caramelized sugars. Recent tests, however, prove that it is equally effective for the removal of virtually 95% of all stains encountered by drycleaning spotters. Thus it is usually found to be self-sufficient without the application of other spotting chemicals. Simplify your spotting operation, as thousands have done, with the almost exclusive use of this wonderful spotting agent. Order from your jobber today.



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LEGAL DECISIONS

By A. L. H. STREET

Union Libel

May false and malicious utterances against a cleaner by his striking employees, or by a labor union, constitute libel or slander, giving him a right to damages?

Our attention has not been drawn to a decision where this question has been answered by an appellate court, as specifically applied to the drycleaning industry. Decisions in other industries indicate very strongly that almost any court would be apt to decide in a suit involving a cleaner and his employees or a union.

A decision rendered by the California Supreme Court seems to reflect a general judicial attitude. It is to this effect: Because the peaceful settlement of a labor dispute is of vital public concern, the constitutional guaranty of liberty of free speech permits the parties to publicize the facts and make fair comment. But, there is "no absolute privilege to discuss such matters as to avoid civil responsibility to another caused by a malicious and false statement." (*Emds. v. San Joaquin County Central Labor Council*, 143 Pac. 2d 20.) In that case, it was decided that a labor journal was not liable on the ground of libel in publicizing facts concerning a dispute between a dairy and its roumen, and stating that the dairy had violated its contract with the union in certain particulars.

On the other hand, a false statement in a labor journal that an employer had falsified to the public and its workers facts concerning its earnings, "all in the name of Patriotism," was declared to be libelous on its face. (*Pullman Standard Car Mfg. Co. v. Local Union No. 2928*, 152 Fed. 2d 493, decided by the United States Court of Appeals, Seventh Circuit.) The court said: "Such charges bring plaintiff into disfavor with the public and with its own employees, and thus tends to injure its business and business reputation. We cannot agree that such charges were mere expressions of opinion or privileged as fair comment."

The courts are not agreed as to whether it is libelous to state that an employer with whom a labor controversy exists is "unfair" to his employees on organized labor. In the California case above cited, the Supreme Court thought that the word did not impute lack of moral integ-

rity or business capacity to the employer, but merely means that he refused to conduct his business according to union desire. On the other hand, the United States District Court for the District of Columbia has decided that a false statement that an employer is unfair to labor is ground for a libel suit. (*Consolidated Terminal Corp. v. Drivers, etc., Union*, 33 Fed. Supp. 645.)

Small Print

When a customer is given a receipt, presumably to acknowledge receipt of garments, is he bound by conditions printed on the back?

As we have frequently noted in these columns, a cleaner's patron cannot be held to a condition under which a cleaner has purported to limit his liability for injury to, or loss of, a garment, unless the condition has been expressly or impliedly agreed to by the customer. Of course, he is bound on a theory of implied agreement if he leaves his garments for servicing, knowing that the cleaner imposes one or more reasonable conditions.

A decision rendered by the City Court of the City of New York—*Rapaport v. Storfer Bros., Inc.*, 138 N. Y. Supp. 2d 584—draws attention to the particular point in question. The opinion of the court was that, where a customer is given a receipt prominently headed "receipt" and from its appearance reasonably supposes that it merely admits receipt of the garments, he will not be bound by small-print conditions, limiting liability, printed on the back, even if there is small-type reference on the face to the conditions on the back.

Invitation to the Reader

In this department of **THE NATIONAL CLEANER & DYER**, Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney by citing what the courts have generally decided in similar cases.

NOW YOU CAN MAKE SURE AND PREVENT COSTLY MISTAKES

TEST RUN the EXCELSIOR **ONE-GIRL** FINISHING UNIT IN YOUR PLANT

WHY ONLY EXCELSIOR DARES MAKE THIS STARTLING OFFER!

Our confidence is based on facts . . . facts which prove that Excelsior One-Girl Silk Finishing Units greatly increase the production and quality of finishing departments.

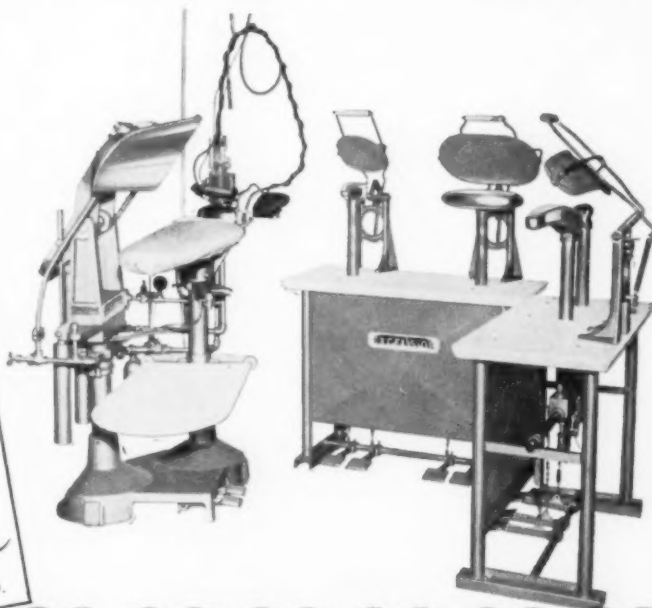
We have found that in every single case where Excelsior Units were installed and demonstrated, efficiency was immeasurably increased and the total cost per garment was lowered to a safe operating margin. This increase of productivity and quality cut the unit cost without affecting hourly rates.

We are confident every plant owner will want this opportunity to see for himself what the Excelsior One-Girl Finishing Unit can do towards increasing his net profit. We offer the Excelsior Test-Run Plan . . . 30 days of actual operation in your plant at little obligation on your part . . . so that you can buy with confidence.

Sincerely,

W. B. Caplan

EXCELSIOR MACHINERY CO.



HERE'S HOW YOU CAN GET YOUR EXCELSIOR ONE-GIRL FINISHING UNIT WITH THE TEST-RUN PLAN

- 1 If you are an accredited dry cleaning plant, write or phone your local Excelsior Distributor and ask for the Test-Run Plan.
- 2 He will arrange a scheduled installation and demonstration.
- 3 You have the unit fully operating for 30 days in your plant.
- 4 If, at the end of the test-run period, you are dissatisfied for any reason, you can repack the unit in its original crate and return it, freight collect, without any obligation to purchase. You risk only tiny incoming freight and installation charges.

This is a special introductory offer for a limited time only.

ASK YOUR JOBBER OR WRITE DIRECT



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YOU CAN GET
SPEED PLUS
QUALITY, WITH
STOD-SOL,
DEOD. 125 and
APCO 140-F!

Faster processing is important these days; but not at the expense of quality. That's why APCO drycleaning solvents are such nationwide favorites. They produce peak efficiency in the plant, and at the same time help you deliver the kind of quality workmanship that boosts profits. Ask your Stod-Sol distributor for details.



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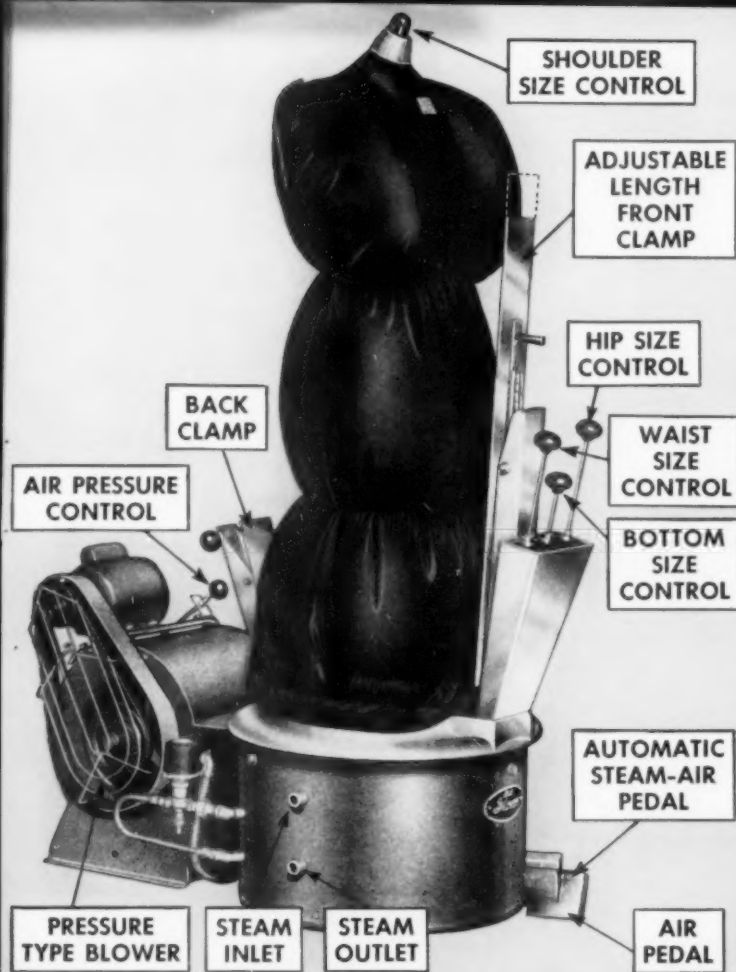


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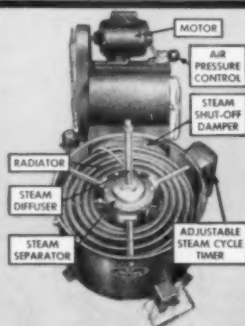
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EXCLUSIVE: CONTROLLED AIR-PRESSURE—To Finish ALL MATERIALS With Speed—SAFETY.

ENLARGED HEAT EXCHANGER

Because the Glover AIR FORM has been built with a larger heating area, air is more quickly heated for faster, more efficient drying of the processed garment. This means more work can be turned out in less time.



Get the Complete GLOVER Finishing Unit for Maximum Efficiency, Safer Garment Handling

This Silk Finishing Unit, together with the Glover AIR FORM, gives you a finishing department that's equipped for faster, better work with greater safety in fabric handling and improved operator efficiency. Silk Finishing Unit includes the Bill Glover Offset Press, manual or air operated, and the Bill Glover Fabric Head Puffers. Press and Puffers available with either steam or air vacuum. Ask your jobber for complete information on this superior finishing unit—or write the factory.

For prices, plant layout ideas and full details on Glover Finishing Units, see your jobber or write direct to factory.

Bill Glover, Inc. 5204 Truman Road Kansas City 27, Mo.

GLOVER Automatic Air Form

'presses' all materials faster, better without damage or stretching

Here's the answer for plants that want a single air form that will finish *all* types of garments with equal speed and perfection. It's the new automatic Bill Glover STEAM AIR FORM—the finest machine of its type ever developed. Check these outstanding features and see why the Glover AIR FORM is the talk of the industry:

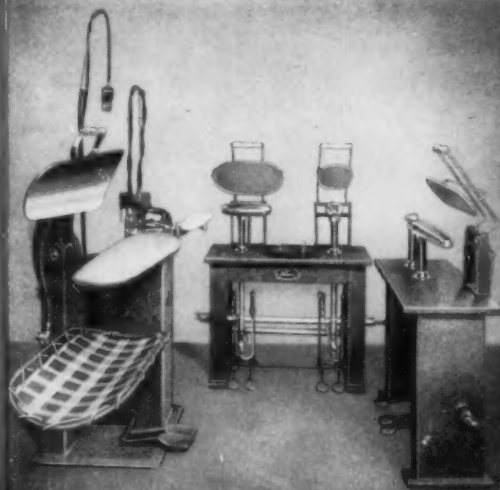
GREATER AIR PRESSURE—Delivers more air at higher pressure.

AIR PRESSURE CONTROL—Since different materials require different amounts of air pressure, the Bill Glover AIR FORM is equipped with adjustable air control. This allows complete safety in the handling of stretchy, delicate fabrics such as crepes and jerseys—and at the same time provides sufficient pressure for shaping heavy, hard-to-work materials.

AUTOMATIC STEAM CONTROL—Steaming cycle is completely automatic. When sufficient steam has been released, air turns on automatically and remains on until operator turns it off. Operator does not need to tend machine constantly. He is free to handle other productive work while steam and air cycle is being completed.

CONVENIENT LOCATION CONTROL—All controls are within easy reach of operator. Form can be easily rotated. Foot control switch leaves both hands free to dress machine, straighten flaps, etc.

GREATER SIZE RANGE—Extra fullness of bag and greater range of control adjustment provides complete flexibility for all types of finishing. Machine does a quality job on all garments, from dresses to the new boxy type jackets and coats. Bag expansion at extreme bottom permits finishing longer garments.



Unfair Taxation

It is an acknowledged fact that our country is desperately in need of more adequate roads. Last year 37,800 people were killed, 2,158,000 injured. Billions of man-hours and dollars are lost in traffic congestion. The administration in Washington has been striving for Federal legislation to alleviate the problem. Now, finally, two bills are pending in the House that are steps in the right direction.

But in their present form they will work a hardship on drycleaners and laundrymen out of proportion to the benefits received. Operators of privately owned trucks, generally used in town or nearby, will be asked to foot the biggest part of these interstate highway costs. The bulk of these trucks will never use the proposed roads. That in itself is bad enough, but worse still is the fact that additional taxes do not seem to be necessary.

The new roads would be financed over a 16-year period. During that time present taxes for highways will produce over \$38 billion. New interstate highways will cost \$25 billion, intrastate roads \$13½ billion. If the proposed new taxes are passed, an additional \$13½ billion will be collected—a total of \$51 billion for an entire program of \$38½ billion.

An additional cent per gallon for gasoline, new tire taxes and other charges can average from \$50 to \$100 per truck each year. Private truck owners will pay about 70 percent of the new revenues for roads they will never use. On top of that, substantial portions of these funds will go to government functions not connected with the highway program.

There are two House bills, H.R. 8836 introduced by Rep. Fallon (D. Md.) and H.R. 9075 sponsored by Rep. Boggs (D. La.). The first authorizes \$36 billion to be spent, with \$25 billion for a 40,000-mile interstate road system. The second provides the method of financing the program through increased taxes.

Time is short. Unless you make your wishes known to your congressmen quickly, you will be saddled with additional costs. Without your comments, Congress can only assume you approve. Your protest can make the difference.

Pro and Con

Last March saw the first postwar national convention of the National Institute of Drycleaning without exhibits. In the April issue of *THE NATIONAL CLEANER & DYER* we wrote an editorial stating reasons in favor of a non-exhibit show.

Since then we have been flooded with protests from the opposition. Responsible plant owners and other industry leaders point out that a demonstration exhibit is the real drawing card of national conventions. In their favor is the fact that the last show drew a mere 1,500, about 10 percent of some recent figures.

Some manufacturers have counted on exhibits to kick off new product sales, relied heavily on off-the-floor purchases to boost annual sales. Small manufacturers seized this opportunity to meet the trade nation-

ally. It is practically impossible for them to cover the country on limited budgets, with low manpower. They feel the national exhibit conventions give them a better break with their larger, wealthier competitors.

Registrations of 10,000 and more mean that a substantial segment of all drycleaners get together for discussion. At no other time do they have this opportunity for mutual assistance, for strengthening the whole industry.

Another strong point was raised by the objectors. They feel the exhibit conventions spur new products and developments. Since manufacturers are not competing with each other with product demonstrations they do not go all out on design changes, so says the opposition. We had previously contended that the money saved, with costly exhibits eliminated, would be devoted to research and general industry improvement.

Certainly the subject is a controversial one. It has been debated long and loudly, by both the allied tradesmen and plantowners. Since the national convention there has been increasing pressure to exhibit at state meetings. This would definitely increase costs for manufacturers and ultimately plantowners.

Perhaps the whole situation should be reviewed. At least one exhibit show a year, alternated between the NID and the American Institute of Laundering, may be a more equitable solution.

Flag Day

It has been announced by Frank A. Prather, president of the National Institute of Drycleaning, that the Institute is sponsoring a nationwide program of patriotic public service. All drycleaners are urged to accept American flags for free drycleaning between June 1 and 12. Thus all flagowners can display their flags on Flag Day, June 14, with "New Glory for Old Glory."

This public-spirited program is open to nonmembers as well as the 8,000 supporting plants of the NID. Added impetus has been given the campaign by the national commander of the American Legion, J. Addington Wagner. He is urging Legion Posts throughout the country to lend their support. Some 17,000 post commanders will help publicize the event locally.

As this goes to press all cleaners will have received three items from the NID. These include a promotional aid bulletin, a flag-cleaning procedure bulletin and a window display poster. Additional free copies of the posters are available for the asking by writing the NID at Silver Spring, Maryland.

We urge all state and local associations to back the program. Individual plantowners should contact their local Legion Post and other civic-minded groups to insure adequate publicity. Here is an excellent opportunity to secure some favorable comments from your newspapers and radio stations.

Better public relations will help our industry grow and prosper. Supported by 100 percent of the nation's plantowners, this could be one of the most important forward steps ever taken by drycleaners.



PREPARE NOW
TO COMBAT
**summer
perspiration**

WETCLEANING
IS
YOUR
MOST
COSTLY
ENEMY

THE PLANTOWNER most likely to make an attractive profit this summer is the one who is scientifically equipped to remove perspiration in the charge system without wrinkling or shrinkage.

Your customers don't like wetcleaned garments because some of that "like new" look is lost.

Your finishers don't like wetcleaned garments because of the greatly added burden in producing a satisfactory job.

Your auditors don't like wetcleaned garments because of the reduced profits which they reflect in your balance sheet.

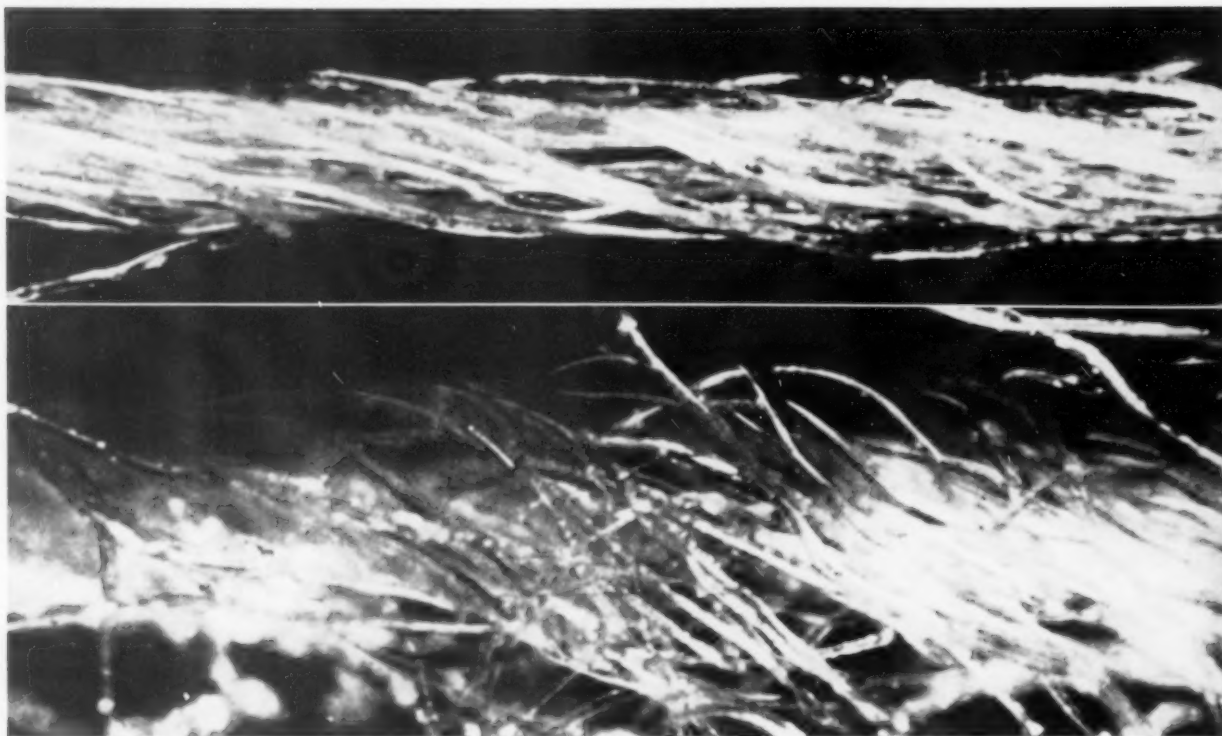
The MYCEL process is the only system of drycleaning capable of the near-elimination of wetcleaning with controlled safety.

This is because the MYCEL process provides two constants which never before were attainable:

- CONSTANT MOISTURE LEVEL IN SOLVENT
Based on 3/10% of all solvent in charge system.
- CONSTANT MOISTURE ABSORPTION BY FABRICS
Based on 15% dry weight of rayon.

PREPARE NOW for the profitable handling of perspiration-stained summer garments. For consultation with a trained field technician write to R. R. STREET & CO. INC. who will also supply a copy of *NID Bulletin F-14* showing graphs and tabulations which explain and illustrate the dual control of absorption and retention.

FABRIC FACTS— THE DRYCLEANER'S GUIDE TO BETTER PROCESSING AND FINISHING . . .



WOOLEN OR WORSTED? The above photos illustrate the basic difference in yarns. Worsted yarn (top) contains only long fibers; short fibers have been removed by combing. All fibers are arranged parallel to yarn axis. Worsted fabrics are compact, have clean, clear outline and lustrous appearance. Woollen yarn (directly above) consists of fairly short fibers which lie in all directions across and along yarn axis. A woollen yarn is soft to touch, fuzzy and dull in appearance.

PART II—How To Identify, Clean, Spot and Finish Wools

By LAURA PORTERFIELD and CORT ANTONSON

FOR YEARS all garments coming into cleaning plants were identified as silks or wools. They were processed through the cleaning, spotting and finishing rooms in those two broad categories.

More recently the trend has been to classify these garments by type, such as:

- Dresses
- Trousers
- Ladies' coats and suits
- Men's coats

These categories provide for better processing and improved finishing. No longer is it considered necessary to finish wool dresses in the wool unit merely because they are of that material. Segregation by garment type is much more efficient. Of course it is necessary to provide adequate equipment in all units for complete flexibility.

It used to be popular to clean all pieces of a man's suit in one load. Today we find that the trousers get

more soil and should be treated differently from the suit jacket. The matter of classification ties in closely with identification of fabric.

Types of Wool Fabric

More and more, wool is being blended with man-made fibers and with silk. Basic fine qualities inherent in wool are complementing desirable characteristics of Dacron, mohair and others.

Probably the outstanding trait of wool fabrics is their soft feel. There are some weaves, like sharkskin and worsted, that are hard-finished, but the majority are soft and smooth to the touch.

Among the fabrics that can be included in the wool category are cashmere, alpaca, camel's hair and mohair. These are other than sheep wool, but have the same characteristics and are all treated essentially the same.

Cashmere is used in more expensive fabrics. Garments of this material will usually contain an identifying label. Cashmere is used mainly for sweaters, overcoats and dresses.

Similarly, alpaca is usually labeled as such. It is found in quality coats for both men and women. Another outstanding fabric is camel's hair. This generally comes in its natural tan shade and is used in jackets and coats. Such garments usually sport a label to identify this luxury fabric.

Mohair is rarely used by itself. It is blended with wool in men's suits. Mohair pile is deep and lustrous, adds sheen to fabrics. It is extremely popular at this time but offers no special problems to the cleaning plant. Mohair is also widely used in rugs and upholstery.

Wool itself is made into just about every type of garment. In addition to its durability in men's, women's and children's apparel, it is an excellent material for blankets and rugs.

If we were to look at wool fiber through a microscope, it would appear much the same as shingles on a house. It is scaly, with the scales overlapping one another. Because of this construction wool is a good heat insulator, good for cold-weather clothing. Conversely, open-weave fabrics lend themselves to hot-weather apparel because of their durability, crease resistance and dressy appearance. Wool is a true all-around fabric.

The Burn Test for Wool

As with other fabrics, the only sure test in doubtful cases is the burn test. A small piece cut from an inside seam should be used. Separate the threads, crosswise from the up and down, and test both. This is necessary because of the various blends found today.

Burned wool fiber has these characteristics:

1. It burns slowly, sputters
2. The ash is black, gritty, pulverizes easily
3. It has the odor of burning hair

Shrinkage Is Chief Problem

We will presently see that wool is one of the easiest materials to clean,

spot and finish. It does have the unfortunate characteristic of shrinkage, however. This trait contributes a large percentage of customer complaints. Loss of measurement or size is due to one of two things, *relaxation shrinkage* and *felting*.

Relaxation shrinkage is the lesser of two evils and can generally be overcome to the complete satisfaction of the customer. When the garment material is first processed in the mills it may be stretched when moist, then dried in its stretched condition. Normal cleaning processes, drying and steam finishing return the material to its true size. This is particularly true of gabardines. (It commonly occurs in drapery material of other fabrics, too.)

Careless processing in the drycleaning plant may cause relaxation shrinkage although some manufacturers cause the trouble by overstretching to gain an extra 5 to 20 percent of cloth from a bolt of material. An extra 100 to 200 yards from a 1,000-yard run mean extra profits. Most of this relaxation shrinkage can be overcome if your finishers are cautioned to give each garment an extra tug when making each lay. If this is done after bottom steam is applied, it will correct most problems and reduce complaints.

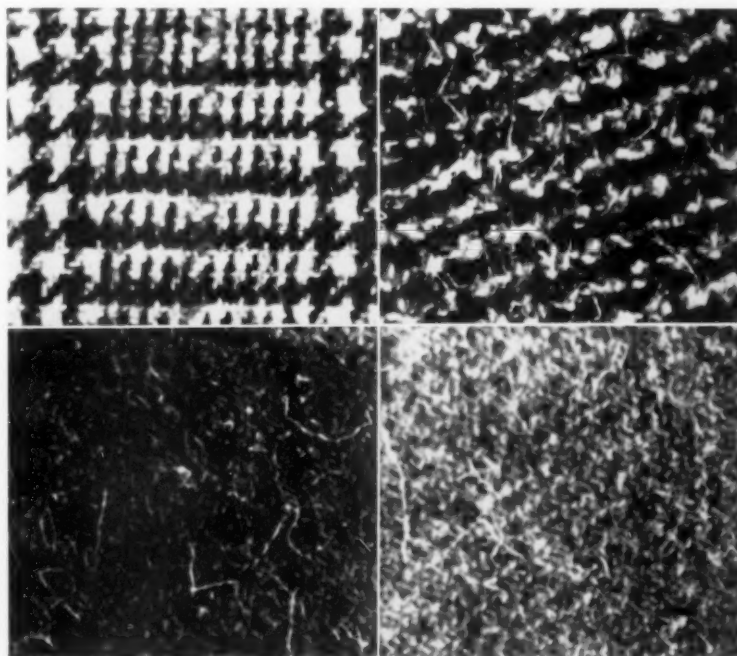
True shrinkage, known as felting, cannot be corrected once it occurs. Fortunately it rarely occurs in the average plant. You will recall wool fibers consist of layers of shingle-like scales. Severe mechanical action causes these scales to push down toward the root end of the fiber. The material becomes matted, loses its lateral dimensions and becomes increasingly thicker, taking on the appearance of felt.

Moisture and heat are aggravating influences and will be discussed more fully in the cleaning and finishing sections of this article. Certain precautions can avoid these few problems, making wool the most troublefree material to process. It is the one material that can be made to look like new again, with a minimum of trouble in any department.

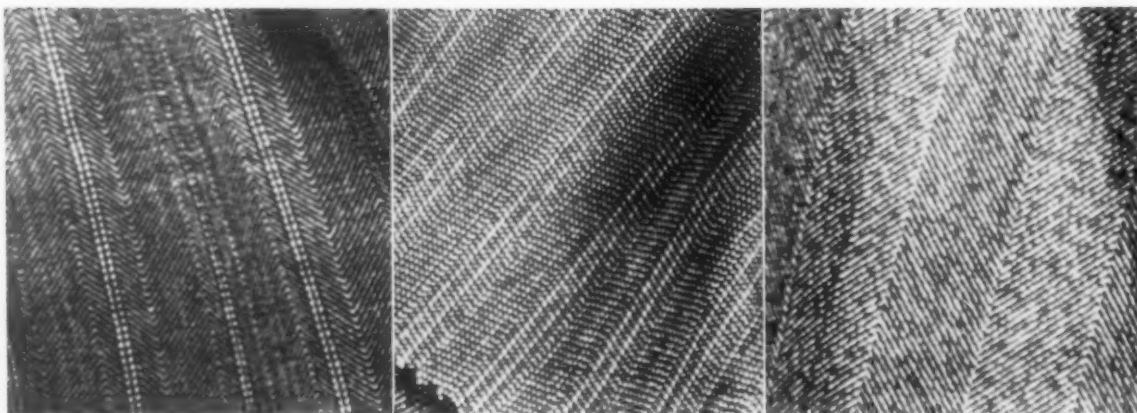
Wool Is Most Cleanable

Throughout this fabric series, we will discuss the advantages and disadvantages of all fibers. Certainly the cleanability of a fiber is one of its greatest assets. Because wool is so completely "cleanable" it is a real friend of the drycleaner.

Why is wool so cleanable? It has the property of sponginess or elastic-



TWEEDS: Two lower patterns in this picture are Harris tweeds handwoven from virgin wool. Pattern on upper right is a Yorkshire tweed. Glen check on upper left is entirely self-colored; i.e., black yarn is spun from black portions of Scottish Blackface fleeces and red overcheck is produced from wool dyed red by the tar branding marks. Finishes applied to woolen and worsted cloths are in keeping with the character of the yarns. A woolen fabric in the loom state often has an open and sacklike appearance and the finish is relied upon to bring out all the latent qualities.



THE DIFFERENCE between woolen and worsted finishes is evident in this enlargement of men's worsted suitings. The cloth is crisp and lean and the structure of the weave is plainly apparent. Fabrics shown here are herringbone designs with mercerized cotton stripes

ity. Soil does not readily penetrate the fibers. When it does, the spongy trait enables wool to release the soil easily. Some of the highly worsted or twisted yarns have this quality to a lesser degree, but it is still present—to the joy of the cleaner.

In the cleaning department these fabrics are generally classified into two categories—*soft* and *hard wools*. Soft wools are low-twist yarns, hard wools are high-twist yarns. The former release their soil very easily. They are also most susceptible to felting shrinkage. Certain cleaning precautions should be noted.

Precautions in Cleaning Soft Wools

Since felting is basically caused by excessive mechanical action, be sure to run soft-wool loads with the washer at least one-third full of solvent. Overloads should be avoided. Short running time will help overcome pilling and shrinkage. In the case of extremely soft wools, such as sweaters, a

cycle of 3 to 5 minutes is adequate.

Skirts, coats, flannel trousers and similar soft fabrics can be cleaned within 15 minutes in petroleum plants, 5 minutes in synthetic wheels. Soft wools do not need much moisture to get them clean, nor is this advisable from a shrinkage standpoint. Relative humidity of 60 percent is sufficient. With low moisture additions, the cleaned load can be extracted fully. This is important since it reduces the deodorization cycle, helps avoid shrinkage caused by mechanical action in the tumblers.

Many coats are made of these soft wools and contain heavy shoulder pads. Any help given the tumblers by better extraction will reduce complaints and claims.

Be sure to put the extracted garments into a tumbler that has been cooled down. Sharp temperature changes, plus the presence of even small amounts of moisture, can induce shrinkage. To avoid trouble it is well to cool down the previously tumbled

load. Not only will the tumbler be at the right temperature; it helps reduce basket wrinkles that occur when hot loads are thrown into a hamper. Soft wools should never be tumbled at more than 140° F.

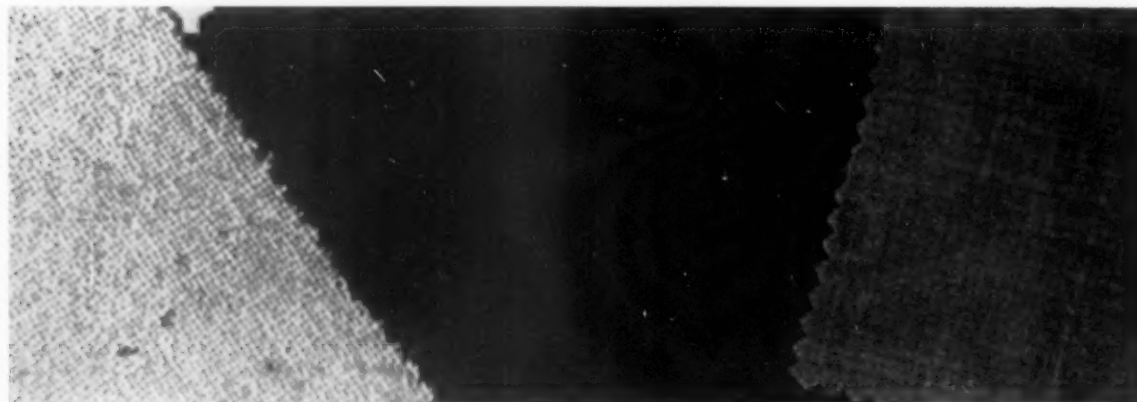
Classifying these soft wools into light and dark fabrics will reduce linting problems. Live steam injected into the cold tumbler during the first few minutes of tumbling also helps overcome this problem.

Cleaning Hard Wools

Hard wools still have the general characteristics of other wools. But because this yarn is highly twisted or worsted some points should be observed. Such garments do not lose their crease quickly, are worn longer by the customer. As a result they are more soiled, but they can stand greater mechanical action because they are stronger.

Such loads can stand a 30-minute

Continued on page 94



PLAIN WEAVE is used in both woolen and worsted fabrics. Cloth at left is made from woolen yarn, while other two are worsteds. Cloth at right is known as flannel. These are plain woven cloths used in both men's and women's wear



Postmarked TULSA • 1938

**Two letters tell what happens when sound
management sells good Sanitone Dry Cleaning**

When on November 9, 1938, Mr. Arthur Buhl wrote that his business had doubled in his first year's operation with Sanitone, he expressed the hope 1939 would be good, too. He added that Sanitone's advertising brought in new customers, that Sanitone quality kept them loyal, and that Emery's Sanitone Engineer was full of helpful ideas.

Now, 17 years later, Mr. and Mrs. Buhl are preparing to celebrate the 50th Anniversary of the founding of their firm. Another letter from Mr. Buhl reveals the story of the intervening years...and it

hasn't changed! Each year growth has continued steadily and profitably.

Now the business is so big that further growth requires to an even greater degree, the combination of good management, good workmanship, and good "Brand Name" advertising.

This story can be repeated by progressive Sanitone users everywhere. Write Emery today for the best answer to your day-to-day problems. Whether they be concerned with Production, Promotion, or Profits, you will find Emery, plus its staff of trained engineers, has an "on the job" answer.



Sanitone

DRY CLEANING SERVICE

A Division of Emery Industries, Inc., Carew Tower, Cincinnati 2, Ohio

FINISHED SHIRTS go to packaging department from finishing units. Girl at left seals each package in cellophane. Bundles are bagged and invoice is stapled on the outside



Shirt Laundry Department Combats Competition With Quality

Michigan plantowner discovers what sideline can do for drycleaning volume

COMPETITION PROMPTED the installation of a shirt laundry at Uptown Cleaners, Grand Rapids, Michigan, during 1952. When plantowners Mike, Nick and Jim Salhaney bought the basic equipment a decision had to be made whether to measure laundry results as mere competitive action or whether the new sideline should eventually be geared to increase the drycleaning business.

In order to maintain their reputation among their drycleaning customers the Salhaney brothers produced a quality shirt that would strengthen the prestige of the entire plant. By giving the customer something extra for the money they have increased total sales.

In January 1952 the plantowners completed a remodeling job that included the addition of a second-floor space, measuring 75 by 60 feet, above the cleaning plant. At that time bright-colored asphalt-tile flooring was installed on the first floor. The same pattern was carried out in the space designed to house the shirt department.

Initial expenditures called for one

By **HARRY YEATES**

25-pound open-end washer and one 2-girl finishing unit. Since then two more 25-pound washers with automatic controls have been added and there are now three 2-girl finishing units, four full-time markers, one full-time washer, two package girls and a supervisor.

Annual volume in the shirt laundry is now up to \$75,000. In the three years since the laundry has been in operation 8,000 shirts are produced per week. Base price in the plant is 25 cents per shirt.

In 1952 drycleaning volume at Uptown Cleaners was \$150,000. By the end of 1955 it had soared to \$375,000. This 20 percent increase each year has been attributed to the drive and promotion the plantowners exerted in the shirt laundry as a profit-making sideline to the drycleaning operation.

Here, according to Nick Salhaney, is the shirt laundering formula developed at Uptown Cleaners:

1. Break, 6 minutes. Water hot, low level. Add alkali and balanced soap.
2. Suds, 4 minutes. Water hot, low level. Add balanced soap.
3. Add chemical agent. Water hot, 4 minutes, low level.
4. Bleach. Water 150 degrees, low level, 6 minutes.
5. Rinse. Water hot, high level, 2 minutes.
6. Blue. Water cold, high level, 4 minutes.
7. Sour. Water cold, low level, 4 minutes.
8. Starch, 6 minutes.

Running time of 36 minutes includes the filling and dumping of each washer. All no-starch shirts are pulled from the wheel at the end of the sour; the starch is then poured directly over the starch shirts. The cartridge chart is not changed in the washing formula. Since the plant does a small percentage of sport shirts, these are run manually by the washman.

Each shirt finishing unit does an average of 80 shirts per hour. The

MODEL 42-12' BODY



130"

**DIVCO
TRUCKS
DELIVER
THE GOODS!**

MODEL 52-10' BODY



117"

The rugged Divco "Dividend Series" Truck is now available in a 10' body as well as the popular 12' body. A wide selection of optional features makes either of these trucks adaptable to your specific load requirements.

Specially engineered for multi-stop operation, these Dividend Trucks feature big payload capacity with a minimum overall size . . . makes for extreme maneuverability and maximum use of garage and dock space.

See your local Divco Dealer for details on how you can have the flexibility of a custom built job with the advantages and economies of a production built truck.

MODEL 42

470 cu. ft. Cargo Capacity

7,000 GVW

10,000 GVW

12,000 GVW

14,000 GVW*

130" Wheelbase

MODEL 52

412 cu. ft. Cargo Capacity

7,000 GVW

10,000 GVW

12,000 GVW

14,000 GVW*

117" Wheelbase

*(Available factory insulated and refrigerated)

DIVCO TRUCKS

DIVCO CORPORATION

 22000 Hoover Road
 Detroit, Michigan

OVER 80% OF ALL DIVCO TRUCKS BUILT SINCE 1927 ARE STILL IN DAILY USE!



WASHING UNITS were set on raised concrete base at rear of department. The asphalt tile floors afford easier maintenance



WIDE AISLES afford plenty of room between units, help increase flow of work from finishers to packagers

inspector makes random checkups on each unit and the girls are paid a guaranteed base rate plus incentive. No credit is given on bad work or on shirts that require rewashing. However, less than half of 1 percent of the total volume requires additional rewashing.

Uptown Cleaners has increased its volume by producing a whiter shirt, using better finishing techniques although the average per hour is lower than usual, and budgeting more money to package each finished shirt.

Packaging Care Pays

Shirts are folded in the finishing unit on a one-piece colored board and collar band. The packaging department heat-seals each shirt in diamond-shaped cellophane sheets to increase the eye appeal. Various size paper bags are used to take the place of a shirt box. Therefore, when an order of shirts is ready for wrapping the collar support and board make it a compact box. This speeds up the bagging operation and saves time in final wrapping.

Advertising on the bags promotes drycleaning service and, in turn, copy on the drycleaning bags talks about the shirt laundry.

Uptown Cleaners spends over 3 cents per shirt for packaging. Materials are divided into the following costs:

- 1-2/10 cents per board
- 1/2 cent for bands
- 1-1/10 cents for cellophane
- 2 1/2 cents per bag

The plant uses French-cuff tabs. Costs run 70 cents per 1,000. Although this cuts down speed in the finishing department the plantowners believe it's worth the time. While the average shirt package would cost 3/8 to 1 cent, including the board, collar band and wrapping paper, this plant

believes in sacrificing quantity for quality. However, the over-all rate of growth indicates that this policy has proved successful.

Plant production costs run 25 to 28 percent. Labor costs in the shirt department are 33 to 35 percent. At this point the shirt laundry is paying for plant electricity, water bills, and steam upkeep in the drycleaning plant.

Uptown Cleaners spends 5 percent of its gross sales on promotion. Its program includes newspaper and movie-theater advertising. Based on local conditions in the area these two methods have proved to be the best ways to advertise. These drycleaners have sold their services and expanded their shirt business by constantly drilling the public on the cleanliness of their plant, through occasional radio commercials and many civic promotions.

Here are some of the things the Salhaney's talk about through their various advertising campaigns that sell the efficiency and cleanliness of the plant:

1. Customer fitting rooms to handle alterations from the call office.
2. Air conditioning in the store and air cooling in the cleaning and finishing rooms. They sell the idea that Uptown is a good place to work.
3. Tiled walls in the cleaning room, ceilings painted yellow—making the atmosphere in the entire plant conducive to tours by civic groups. Last year 1,200 people went through.
4. Waxing the floors in the plant once a week. Telling the public that Uptown is a clean place to send their clothes.

According to Nick Salhaney, the quality of the plant drycleaning is reflected in the superior results which the firm gets on a finished shirt. And there's plenty of space on the second

floor to add another finishing unit when they reach their present capacity.

To promote the shirt laundry business Mike Salhaney has capitalized on a lifelong interest in sports. For 10 years he was active in the Golden Gloves as a boxer. When he quit active participation he maintained an interest by sponsoring teams, supplying them with uniforms, and for 10 years in a row Uptown teams have won a trophy for the most number of points. During the Grand Rapids Golden Gloves preliminary bouts these plantowners buy the entire ground floor of \$2 tickets and sell them in their call office for 35 cents apiece. For years Mike Salhaney has taken Uptown Cleaners teams to the National Golden Glove fights in Chicago.

This is the type of publicity that has been an invaluable influence in increasing the shirt sideline—and the drycleaning business, as well. # #



TILE WALLS, bright yellow ceilings, cement floors make the cleaning room as appealing as the call office



*Love
that
press...*

it's a new HOFFMAN!

Customers love that pressed-just-for-me look. Employees love the easier handling that chops effort and fatigue. And *you'll* love — well, you'll love everything about the Hoffman: the lower finishing costs, the greater output, the trouble-free service and the multiplied profits.

It'll be love-all-round in your plant when you get that new Hoffman, whether you choose foot-pedal or "Aero-draulic" operation. Get your Hoffman distributor to tell you all about the easy, convenient terms under Hoffman's exclusive 5-year installment purchase plan. Call him today, or write:

U.S. HOFFMAN MACHINERY CORP.



105 FOURTH AVENUE, NEW YORK 3, N.Y.

Transparent Packaging Stimulates Volume

Plastic bagging means more business, reflects quality of plant

By HARRY YEATES

DID YOU KNOW that transparent packaging can increase volume as much as 30 percent, with little increase in supply costs? That has been the experience of three Milwaukee

plants—Southside, Pilgrim and Standard Drycleaning and Laundry.

These plants are convinced that the appearance of garments is greatly enhanced by polyethylene bagging.

Customer response bears out this feeling. The reusable, soil-resistant bags have made a big hit with old customers and have added many new ones.

Costs have increased but little over



Above: BAGGING OPERATOR feeds polyethylene sheets over the garment. Right foot pedal releases roll as needed to fit each garment



Above right: TO HEAT-SEAL polyethylene operator pushes both buttons for a few seconds. She then pulls the bag down in place over shoulders of garments



Right: TO RETRACT garment-holding device, operator steps on left pedal. Finished garment is hung on slickrail at her right

the old method of packaging, thanks to the development of a special packaging machine. The first unit was installed during January 1955. Enough time has elapsed to prove the practicability of the pilot unit as well as additional machines since installed.

Operating the Machine

The machines are fed rolls of double-thick, printed polyethylene. These rolls are 1,000 yards long and weigh about 42 pounds. They contain enough material to supply 1,000 bags each 36 inches long. The machine will permit any length of bag needed for specific garments. At a cost of 59 cents a pound, a run of 1,000 bags, each 36 inches long, brings the cost to about 2½ cents each.

The versatile unit works fast, too. According to Albert E. Luetzow, production ranges from 100 to 175 garments bagged per hour.

The polyethylene roll is lifted into position at the back of the unit. After loading the operator turns on a main electrical switch. A rheostat is activated to reach a low temperature setting for the cutting and sealing wires of the unit. It operates on 110 volt current. A low temperature setting is used to prevent sticking of the next bag to be formed. The bagger places a garment into position at the top of the retractable garment holder.

To feed the bagging material over the garment the operator grasps with both hands the short end of the poly-

ethylene exposed under the roll guide. At the same time she steps on a foot-pedal control to feed the roll stock as she needs it. When she removes her foot from the pedal the roll automatically brakes to a stop. The double-thick polyethylene is fed over the garment until it reaches to about 5 inches from the garment bottom.

The operator then presses two electrical buttons, located at the upright posts on the machine. After three or four seconds, she releases the buttons, left first, then the right. This cuts the top of the bagging material and seals it. When this is completed, the girl draws down the formed bag the remaining 5 inches to fit snugly over the shoulders and cover the garment bottom.

She then releases a retractable rod to remove the garment from the ma-

chine. The finished bags are made to the length of the garment and are 21 inches wide, with a 4-inch gusset.

Costs Are Reasonable

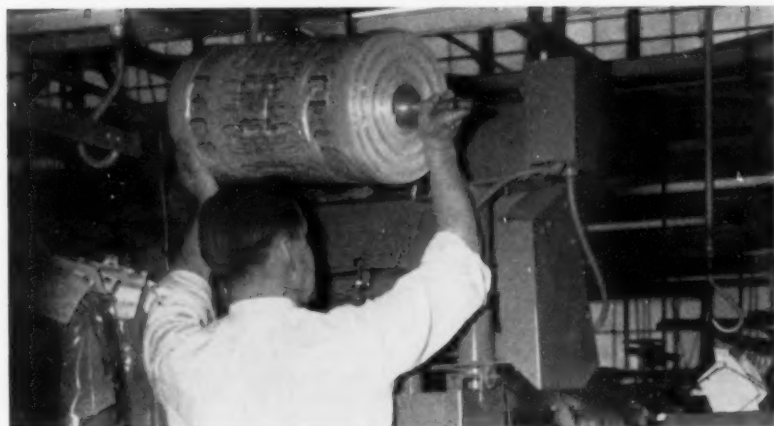
The unit has a waste receptacle to catch any polyethylene not used. For example, in sealing, the machine cuts a taper for shoulder sloping. The odd triangular pieces of scrap are caught and sold for salvage. The plant receives 20 cents a pound for clear plastic scraps, 10 cents per pound for printed scrap pieces. The roll stock used is competitively priced and is constantly coming down in cost as its usage increases.

Operating costs are low, too. The machine operates by air, vacuum and electricity. The air and vacuum costs are practically nil. The unit draws



Right: EACH GARMENT in line, regardless of size, is covered with right amount of plastic material

Below: ROLL STOCK is lifted into position at rear of unit



about 1 to 1½ amperes. Average daily current costs are equivalent to a 125 watt electric light bulb in use during an eight-hour period.

Merchandising Boosts Sales

Since costs are so low and customer reaction is enthusiastic, the plants are investing in a hard-hitting advertising campaign to build additional volume. A weekly newspaper campaign has been in effect since February. It is built around the packaging featured by the three plants. Continuing volume increases prove the soundness of the idea that quality cleaning sells faster with superior packaging. # #



SLIDING GLASS WINDOWS make it convenient for customer to drive up, deposit bundle, then follow straight through to exit at rear. Branch drive-through is made of red brick and white cement blocks. Plantowner worked hard for planning commission permit to include 40-foot curb-cut

Preplanning Location Insures Success of New Drive-In Branch

*Plantowner fortifies substantial investment
with careful analysis of volume potential*

By HARRY YEATES

SELECTING THE BEST SITE for a drive-through has been the biggest single factor in the success of the new addition recently opened by Gough-Lamb Cleaners in Middletown, Ohio.

Since opening day in January 1956 the volume of drycleaning at the drive-through has averaged \$600 per week and is growing steadily. Volume has surpassed the business in the call office at the main plant, which has not dropped during this period.

When Earl Hansen decided to build a new branch he analyzed many factors instead of settling on the first available location. High-priced lots with small frontage close to the downtown district were prohibitive and would not give him the space he

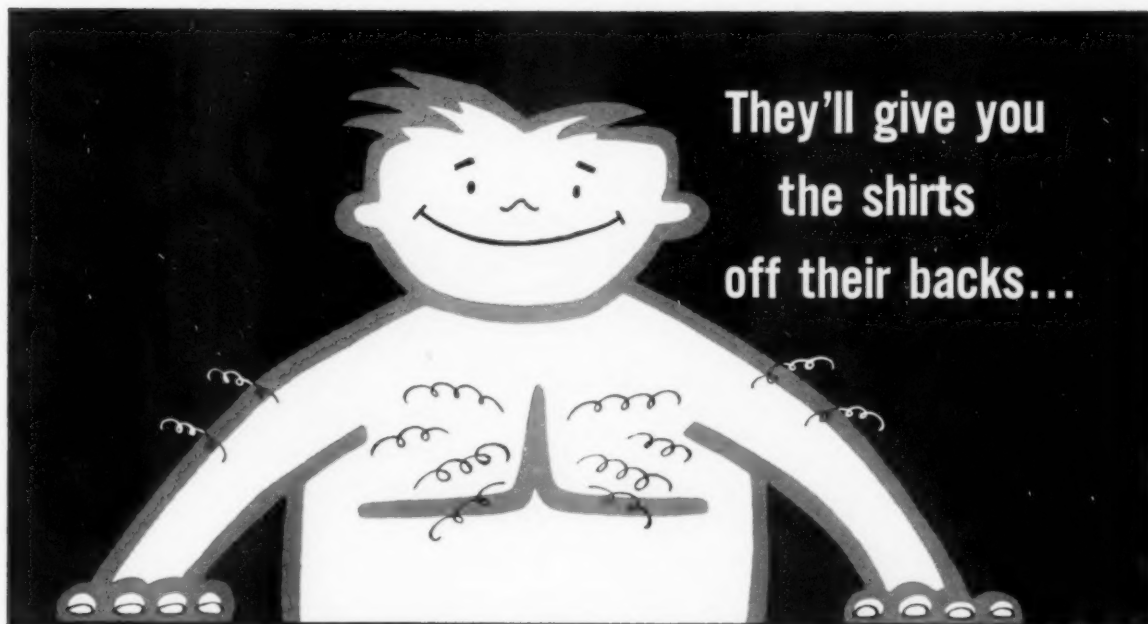
wanted for a drive-through. Nor would there be room in these neighborhoods for any future expansion. The plantowner waited for the opportunity to find a lot on the fringe of the downtown area but close enough to attract traffic flowing in and out of the business district of this growing community.

City Mapped as Planning Guide

Mr. Hansen made extensive surveys in cooperation with the city planning department and traffic commission. He prepared a map of the entire city and suburban districts where construction of new houses was most heavily concentrated. He plotted the

exact amount of business coming in and out of his plant from every direction in the city. This map gave him a detailed study concerning the address and location of every charge customer on his routes and in the call office. He could pinpoint the exact areas of the city that were his most important drawing cards for new business. When he finished the map he shaded the areas in various colors and labeled each section as residential, industrial or business.

This map also enabled Mr. Hansen to plot the main streets flowing into the downtown section in relation to present customers and potential business. It therefore acted as guide in selecting the best possible site



when you do things up white—the Kohnstamm way

106 years' experience says you'll turn out shirts that will rate praise from your customers—with the proven Kohnstamm method. They're a whiter white, a finer finish and packaged to perfection. One look at the results will tell you why Kohnstamm is the world's largest and best-known name in laundry and dry cleaning supplies. Not only that—it's the nation's only national distributor. That means there's a source of supply near you—ready to serve you at the ring of the phone. Call us to back up these claims today.

3 REASONS why you should switch to Kohnstamm...and why customers will switch to you.

2: PERFECT FINISHING with the exclusive Kohnstamm combination — Resillo — Flamonel — and Thermotex—for padding shirt presses. You get the finest, smoothest finish...plus real production economy.

1: SPOTLESS BRIGHT WHITE washing produces the finest quality at a low cost for small wheel operators.

3: ENHANCING PACKAGING with H-K shirt bands, collar supports and envelopes puts the finishing touch on pleasing customers.



A complete line of laundry and dry cleaning supplies. Send for free booklet, "Better Way Washing Talks." Nation-wide service.

H. Kohnstamm & Co., Inc.

ESTABLISHED 1851

- NEW YORK 7, 89 PARK PLACE
- CHICAGO 11, 11-13 E. ILLINOIS ST.
- LOS ANGELES, (P.O. Address) 2632 E. 54 ST., HUNTINGTON PARK, CALIF.



ALBANY • ATLANTA • BALTIMORE • BOSTON • BUFFALO • CINCINNATI
CLEVELAND • DALLAS • DENVER • DETROIT • GREENSBORO • HOUSTON
INDIANAPOLIS • JACKSONVILLE • KANSAS CITY, MO. • MEMPHIS
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FOREMOST MANUFACTURER AND DISTRIBUTOR

OF QUALITY LAUNDRY AND CLEANING SUPPLIES

LARGE GLASS WINDOWS, bright colors and convenient facilities add up to customer satisfaction at new drive-through



available for the new drive-through.

The plantowner's initial investigation of his own business plus the traffic bureau study revealed that the most important location was on a main street of the city about one mile from the center of the business district. Tests revealed that over 15,000 cars passed by this location every day. It was situated below the junction of three streets which funneled down a one-way avenue from the better residential areas leading downtown.

Cost of the land was \$25,000, construction of the building \$30,000. Equipment, including a steam generator, the drive-through bay racks and other leasehold improvements, totaled \$29,000. As a sideline the plantowner installed a three-girl shirt unit in the front of the all-glass building. Equipment in the shirt laundry consists of two 25-pound fully automatic washers and one extractor.

Gough-Lamb employs seven women and a manager in the new plant. Three of the girls work in the shirt laundry and three full-time employees handle the drive-through and call-office business. Practically all of the volume in the new plant comes from people who never get out of their cars. They enter from the main street, deposit their drycleaning and shirt laundry at one of the two large glass windows, and drive out the back alley.

The receiving windows are of a standard design but the plantowner is considering double glass windows to avoid steaming up in cold weather. A parking lot at the rear of the plant makes it convenient for those who wish to walk into the plant from their cars.

Before the shirt unit was installed at the new branch the firm was farming out 800 shirts a week from the main plant and three routes. Now

that the plant is producing its own work, total weekly volume of finished shirts is up to 1,600 units. Gough-Lamb charges 22 cents per shirt. Approximately 40 percent of the increased shirt volume is coming directly from customers who drop their shirts off at the receiving windows.

Room for Expansion

The layout has been designed so that as business expands another shirt finishing unit and two more 25-pound washers can be easily installed next to the present unit. Extra pipes were placed in the flooring and labor costs for installation will be at a minimum when volume demands another unit.

A survey by the plantowner shows that the greater percentage of customers do not get out of their cars to deliver their drycleaning and shirt bundles. According to Mr. Hansen, convenience to his customer and quality work have brought in more volume than a cash-and-carry operation.

Construction of the drive-through has enabled Gough-Lamb to use the space in the rear of the building as a storage depot for rugs. Previously the main plant was short on space to adequately service and store the rugs, which were sent to Dayton for processing. Now there is plenty of storage space to promote this sideline later on.

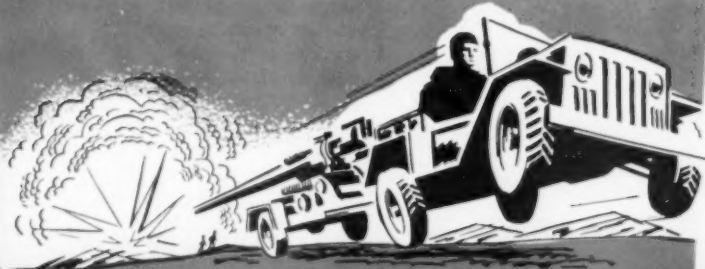
Promotion Is Also Planned

Advertising and promotion have played an important part in the success of the business. For several years the drycleaner has been using newspaper and handbills to promote volume. He uses 60 percent of his budget



THREE-GIRL SHIRT UNIT at front of building, easily seen from street, attracts the interest of passing motorists

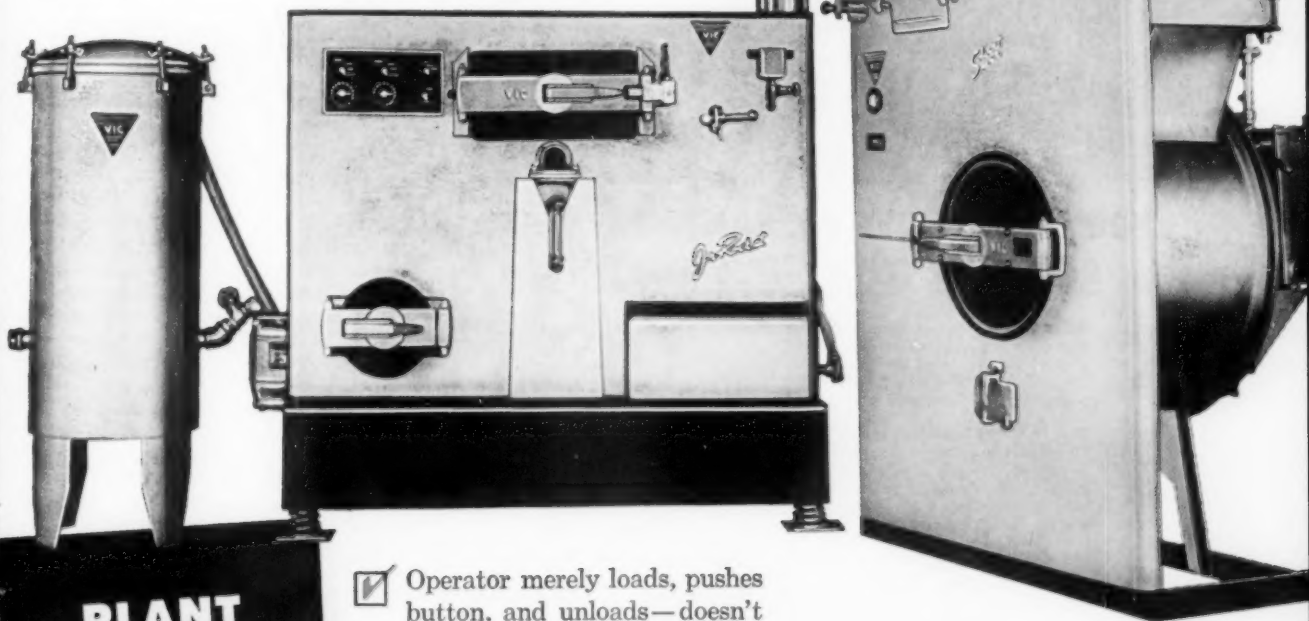
what the jeep does for Uncle Sam...



IT'S TOUGH... IT'S RUGGED... IT'S
DEPENDABLE... IT'S FULLY AUTOMATIC...
IT DELIVERS 80 LBS. PER HOUR... IT'S THE
ONE AND ONLY FULLY AUTOMATIC SYN-
THETIC CLEANING UNIT WITH SEPARATE
RECOVERY ON THE MARKET TODAY...

the **VIC**
Jr. Rocket
MODEL 32C
does for **YOU**,
the dry cleaner!!

AT A REMARKABLE
UNBELIEVABLE UNBEATABLE
LOW PRICE



**PLANT
OWNERS**

WHO CARE
Compare

- ☒ Operator merely loads, pushes button, and unloads—doesn't need to return to machine.
- ☒ All timers are set at beginning for complete operation.
- ☒ Mounted on springs—needs no costly foundation.

- ☒ Available with the famous Vic Self-Cleaning Filter.
- ☒ Also available with strong soap, fully automatic.

WRITE TODAY....

VIC **CLEANING MACHINE CO.**

EXPERIENCED SINCE 1912

MINNEAPOLIS 3, MINN.

VIC CLEANING MACHINE CO.
1313 Hawthorne Avenue, Minneapolis 3, Minn.
Please send me further information on Vic's Jr.
Rocket Model 32C.

Name _____
Street _____
City _____ Zone _____ State _____

NJ-18

BEFORE YOU BUY ANY STEAM TRAP...

LOOK INSIDE THE CASE!



YOU'LL FIND FIVE ECONOMY FEATURES EXCLUSIVE WITH SUPER-SILVERTOPS



GUIDED BUCKET. Inverted bucket is guided on a patented center-tube. Results in longer life as bucket cannot become damaged. Guarantees positive leakproof seating of valve.



EASIER INSTALLATION. Only Super-Silvertops can be installed straight in line or as an elbow in any size. Conventional bottom-inlet traps require more fittings and longer installation time.



ECONOMICAL SERVICING. Instead of removing trap from a pipe-line, you can open and service a Super-Silvertop in the line, since all connections are in the head.



SUPERIOR DESIGN. Super-Silvertops have simplified piping without thin-walled passages. Other traps have built-in piping which results in narrow, hard-to-clean passages that cause gaskets to blow.



ANDERLOY VALVE AND SEATS. Developed by Anderson to combat the erosive effect of steam. Eliminates replacement of valve and seat assemblies.



THE NEW WAY
Notice the simplicity and saving in fittings.



THE OLD WAY
Notice how bottom inlet requires complicated piping.



FREE TRAP SELECTOR BOOKLET!

Tells how to select and install traps for all steam equipment. For your free copy, fill out and mail this coupon to:

THE V. D. ANDERSON CO.

Division of International Basic Economy Corporation
1930 W. 96th St., Cleveland 2, Ohio

Name _____
Company _____
Address _____
City _____ State _____

ANDERSON
SUPER-SILVERTOP **STEAM TRAPS**
The Engineered Steam Traps

to sell service through newspaper advertising. Twenty percent is used for radio, billboard and window displays. The remaining 20 percent has gone into handbill distribution.

As a result of the plantowner's extensive study of his business he was able to plot specific neighborhoods, block by block, where his volume was coming from. So he took full advantage of these known facts and used handbills to strengthen his promotions. On occasion he has used local Boy Scout troops to distribute the leaflets to his best neighborhoods. He paid the boys 80 cents a hundred to hang handbills on front doors in certain sections of the city. An average coverage often runs around 5,000 promotional pieces.

At Christmas time Mr. Hansen used these handbills to promote a special cleaning dividend. He distributed 3,500 throughout a charted area; two-thirds of these were returned by the customers.

Opening Celebration

The plantowner's personal interest in the civic affairs of his community afforded him an excellent opportunity to cash in on publicity when the drive-through opened. The day before the plant started functioning he arranged to have various city officials present the first customer, a prominent citizen, with a bouquet of flowers as she was driving through with a bundle. The chairman of the city commission spoke and photographs were taken of everyone in attendance. A tape recording was made during all of these activities.

That evening a branch of a city bank just down the street used these tapes on its regularly scheduled news broadcast to welcome the dry-cleaner into the neighborhood. The evening papers carried photographs of the event and a detailed write-up about the ceremonies attracted much local attention.

All of this promotion took place on the day before the plant was ready to accept bundles. This eliminated the normal confusion that might exist during a plant opening. Nothing hindered business on the first opening day, there were no traffic jams around the building and the plant could function normally. It was completely set up to handle the steady line of cars which came through on the first business day.

Since January the plantowner has continued to plot the course of drive-through volume on a map. His steady volume has proved to him that a scientific analysis of his business continues to be important. # #

SPECIAL NOTICE!

NOW! DRY CLEANING OK'd FOR ORLON-DYNEL PILE COATS!

Princeton Knitting Mills is distributing 300,000 sample cans of FUR FROST Spot Cleaner and, on each can, advises the garment owner to have her O'LEGRO coat cleaned at a FUR FROST Franchised Dry Cleaner.

Woven labels in each garment recommend

FUR FROST CLEANING

Hang tags will be on every garment sold at retail advising the purchaser to use a dry cleaner with a FUR FROST Franchise.

THIS IS THE BREAK THE DRY CLEANER WANTED! FUR FROST GOT IT FOR YOU!

Clean deep-pile coats in your usual way and, with the FUR FROST PROCESS, restore them to their original appearance and luster—like new!

The FUR FROST method is the ONLY method OFFICIALLY endorsed by this major mill.

Are you interested in being the Dry Cleaner in your neighborhood that the customer is directed to?

If so, write or wire for full information to:

WHITE FROST CHEMICALS, INC.

Commercial Cleaner Division, Dept. F

315 West Putnam Avenue

Greenwich, Conn.

UNIPRESS

SALES AND SERVICE



Brings your
UNIPRESS DISTRIBUTOR
as close
as your phone...

EXPERIENCED LAUNDRY EXPERTS—Your UNIPRESS Distributor is an expert in laundry operations . . . well qualified to advise you on your plant layout. His experience will be invaluable to you in setting up an efficient layout which will increase your volume and profits, yet use less floor space!

FINEST LAUNDRY EQUIPMENT—He will offer you UNIPRESS laundry equipment . . . famous the world over . . . equipment designed to produce the highest quality finishes, and at the same time lower your initial investment, use less floor space and deliver an outstanding rate of production.

LONGER PRESS LIFE—The UNIPRESS Glide-O-Matic Shirt Finishing Unit, like all UNIPRESS equipment, is ruggedly constructed and simple in design to guarantee longer press life and fewer maintenance calls.

OUTSTANDING SERVICE FACILITIES—Your UNIPRESS Distributor maintains an efficient sales and service organization with factory trained service men available at all times.

ACT NOW—Call the man who gives you prompt, efficient service, and supplies profit-producing equipment . . . **YOUR UNIPRESS DISTRIBUTOR!**

UNIPRESS 2-GIRL GLIDE-O-MATIC SHIRT UNIT



PROFIT-PRODUCING UNIT—To obtain quality and production in shirt finishing, contact your UNIPRESS Distributor! He will recommend a UNIPRESS Glide-O-Matic Shirt Finishing Unit . . . an outstanding example of UNIPRESS creative engineering. It offers such features as *automatic* finishing of both bosom and body of a shirt in one simple, speedy lay . . . gliding press action . . . polished chrome heads . . . automatic pressure . . . and many more features.

FOR FINER FINISHING FASTER

THE UNIPRESS

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NATIONAL CLEANER & DYER

NATIONWIDE ORGANIZATION



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6834 Second Avenue
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Calgary, Alberta, 29546
10229 105th Street
Edmonton, Alberta, 23574

COMPANY

South—LOCust 2615
B, Minnesota



WIDER THAN LONG because of location, drive-in has shingle effect disguising cinder-block construction. Building cost \$55,000; equipment valued at \$75,000. Front has 105 feet of window space. Interior is laid out for quick expansion with no change in design or connections. Drive-in operated in black after third month

Long Struggle Rewarded by Quick Profit

Waiting period is used constructively by Paul Brothers . . . third plant is a thriving drive-in

By ROGER GANEM

FAITH THAT MOVED a mountain helped the Paul brothers build their third plant in Baltimore, Maryland. Their recently completed drive-in is located where once a "mountain" stood.

Some of the obstacles they had to overcome were:

1. The lease. It took three years to get one.
2. Court action. They had to oppose the city.
3. The land. A 25-foot hill had to be leveled.

But the dark clouds had silver linings. For every day's delay, the boys added new ideas to put into practice when and if final approval was granted.

Frank and Albert Paul checked trade journals, clipped out items of particular interest and kept them in folders. They visited over 40 plants throughout the United States and



EVEN PIPE RACKS were included in expansion plans. Each upright has been threaded (section shown by arrow) for time when second deck will be added

filled their always-present notebook with ideas for better methods of conducting business. And they kept a constant check on the expenses and incomes of their two other plants.

This new plant would be a composite of the other two, as well as of those visited during their travels.

Three Plants for Three Brothers

For years the Pauls had this particular location in mind. And for years they had a manager in mind, also. Brother Howard would be returning from service. A third plant would allow the Paul brothers to rotate super-



Dry Size

SOLVENT SOLUBLE
LIQUID CONCENTRATE

for style control of COTTONS, TAFFETAS and other heavily sized fabrics

Increasing sales of high-style cotton garments, and the continued popularity of heavily sized taffetas, has created a demand for a sizing which may be applied effectively on the dry side.

STREET'S DRY SIZE is a concentrated liquid which is clear, extremely light in color and completely soluble in drycleaning solvents. It imparts the desired body and feel to those special fabrics which require a heavy size. It restores the original drape and style to drycleaned garments.

Makes high-style garments look like new

Methods of application

HAND SPRAY 4% solution, or approximately 5 ounces DRY SIZE per gallon of solvent or 1 ounce per quart. Observe recognized safety measures for spraying of volatile solvent.

IMMERSION BATH 2 1/2% solution, or approximately 3 ounces DRY SIZE per gallon of solvent. Make up in drum in which garments are dipped, or in separate sizing tank from which solution is transferred to washer. Return sizing extractings to dip drum or sizing tank for re-use.

EXTRACTOR SPRAY 2 1/2% solution, made up in a separate sizing tank and pumped through Street's Extractor-Rinse spray cluster, following the regular rinse of the 2-bath method. Return

extractings to sizing tank rather than rinse or detergent tank.

NO-RINSE CHARGE 1% solution, used in washer-filter cycle in addition to 1% detergent in the standard no-rinse charged system. 1% is not sufficient size for many cottons and taffetas, but the high cost would make more concentrated solutions impractical in this method.

VARYING AMOUNTS The concentrations listed above are not compulsory, and more or less DRY SIZE may be used to meet individual conditions. The spray solution may be varied to any concentration between 3 and 6%, while the immersion bath may vary between 2 and 3%. The amount of sizing imparted to the fabric may also be influenced by greater or lesser amounts of extracting.

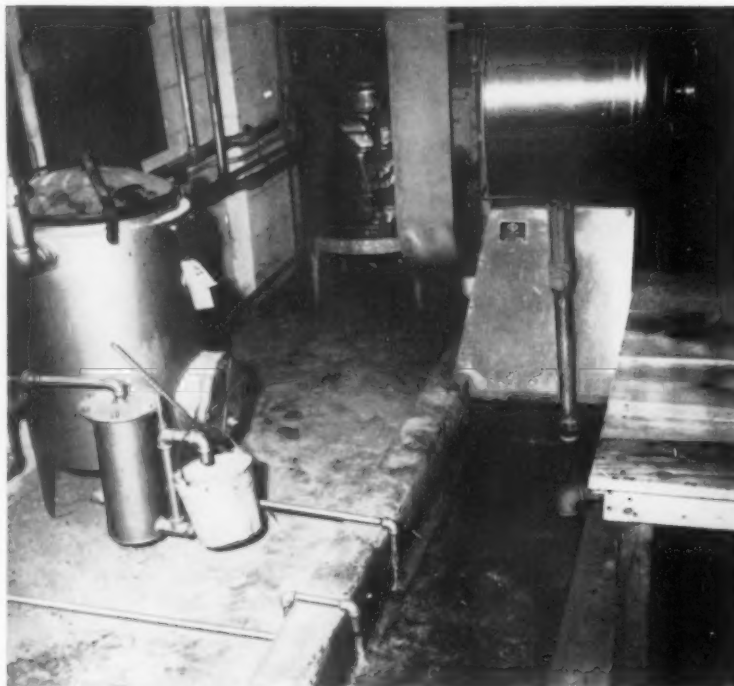
R. R. STREET & CO., INC.



561 W. Monroe St., Chicago 6, U.S.A.

Copyright 1955

DS-235



TRENCH supporting 50-pound washer was purposely extended to allow placement of four additional washers whenever needed. Muck reclaimer is shown left foreground. To rear of washer is 30-gallon starch cooker. Trench has 12-inch fall from farthest point to gravity-flow return tank which clears lines daily

vision periodically, thereby keeping everything up to date and running smoothly. Even the name had been selected: The Hanover Bridge Drive-in.

The boys thought they had left no stones unturned, but they hadn't reckoned with a balky landlord.

First Obstacle

When a new road joined another artery near the Hanover Street Bridge in 1950, Frank Paul saw the perfect location for a drive-in. He envisioned a plant near the apex of the two thoroughfares, in place of as well as in spite of the 25-foot hill which the highways bordered. If this land could be purchased or leased, the heavy traffic on both one-way avenues leading into and out of Baltimore would supply a steady flow of business, too.

But how to get this property? Someone else wanted it, Frank learned that the city was interested. They talked of making this strip of land a playground, and in an election year this was good propaganda.

Furthermore, the owner of the property didn't seem interested in leasing the land. The Paul brothers, especially Albert, kept after this person for three years! This persistence paid off, but it was a chance remark that paved the way. Albert learned

that if the owner could be spared the expense of clearing the land, he would O.K. a lease. The boys leveled the hill at a cost of \$12,000, or 2,000 loads at \$6 a load.

Another Hurdle

Meanwhile, Frank was beginning to see light in the battle against the city. He knew that a plot of land that is hemmed in by fast-traveling autos wasn't too desirable for a playground. He also knew that the city was short on funds for projects of this nature because it had just built a sports stadium for Baltimore's professional baseball and football teams. The city kept stalling.

The Paul brothers hired a lawyer, and a writ of mandamus (show just cause) forced court action. A kindly judge got to the meat of the delaying strategy immediately. He asked why the city was blocking the proposition of the Paul brothers. The reply was that the site had been proposed as a park. Next question: Why hadn't action been taken? Reply: No money. Permission granted to the Paul brothers.

The Exterior

In addition to the \$12,000 cost of leveling the hill, the Pauls spent

\$55,000 on the special cinder-block building with its eye-catching shingle effect, and \$75,000 on equipment that's prepared to meet any expansion moves in the future.

The cinder blocks are one half-inch wider at the bottom than on top. Laying the blocks was a big problem, Frank said, but the purpose was gained. "We did it for attraction and comment. We've done most of the commenting, so far, but everyone thinks we have an attractive place."

The location called for a building of special design in order to attract the fast-moving traffic and to span the two highways. Therefore, The Hanover Bridge Drive-In is 135 feet wide and 60 feet long. To the motorists it has the appeal—and effect—of a billboard. It can be called activated advertising.

Four driveways lead to and from the front of the plant, which also offers parking on one side.

Equipped for Expansion

The Hanover Bridge Drive-In is fired by a 50 horsepower boiler, admittedly too large for present volume and equipment, but it's there "because we wanted to have it when it's needed."

In the boiler room is a vacuum return tank, lower than ground level, to permit gravity-flow return when the plant is idle. "This keeps the lines clear of water at all times, and we can start work in the morning without worry."

The three utility presses, one mushroom press and the silk unit are arranged in a manner to allow piping for another silk unit and six additional presses without starting a new line.

The 2-girl shirt unit, with its special sleeve-and-body combination for an hourly production of 100 shirts, is piped for two additional 2-girl units.

The 70-pound synthetic unit and the reclaimer are also piped to permit additions to each, and for easy operation. The arrangement is such that if new units are inserted, Frank can put the motors at opposite ends, forming a rectangle, one person can operate all.

The 50-pound washer is placed on raised cement footing, with space allowed for four additional washers.

Even the pipe racks have a futuristic look. The top ends of the pipes have been threaded, so that if another section has to be added on in the future, the work can be done quickly and inexpensively.

Sideline Services

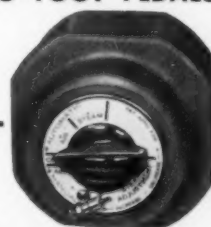
The new plant begins its business day at 7:00 a.m. and remains open



The Form Finisher that
STEAMS . . . DRIES
. . . AND CUTS OFF

Automatically

NO FOOT PEDALS



CISSELL
 BUILT
 TIME
 SWITCH

FREES OPERATOR FOR OTHER WORK

CISSELL

FULLY AUTOMATIC FORM FINISHER

The fully automatic Cissell Form Finisher permits operator to finish one garment while machine steams and dries another. Cissell Elevated Steam Valve, at top of extra large steam chamber, eliminates water . . . provides moist steam for fast finishing. Built for years of dependable service . . . guaranteed for one year against manufacturer's defects.

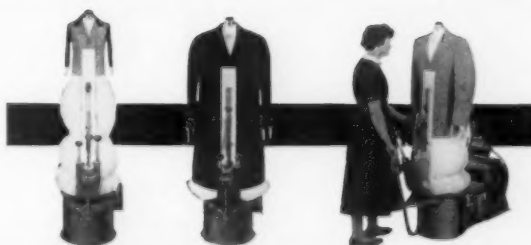
CISSELL FORM FINISHER with 1 set of #24 Sleeveless and 1 set of #11 Sleeveless: \$500 F.O.B., Louisville, Ky.

W. M. CISSELL MANUFACTURING CO., INC.
 LOUISVILLE, KENTUCKY

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles, Calif.

Foreign Distributors: write Export Dept.—Cable Code, "CISSELL".

Consult Your Jobber



FINISH ANY SIZE GARMENT — SILK OR WOOL

from size 1 to the largest

- Adjustable waist, hip, lower controls.
- Adjustable shoulders (10½" to 19" expansion).
- Cast aluminum shoulder form.
- Stainless steel frame.
- Rear clamp for holding vent of long coats.
- Front clamp raises or lowers 5" for short or long garments.

until 10:00 p.m. These unusual hours were the result of the constant checking of traffic patterns, working conditions and the shopping habits of the mobile customers.

Besides the normal services, the Hanover Bridge Drive-In features rug dyeing, and this, too, was a product of research. Back in 1947 the Paul brothers were asked to dye the rugs of a neighborhood church. Research revealed the potential profits, an expert dyer was hired, and a new service was born.

An expert is needed because, al-

though there are only three primary colors to the spectrum—red, yellow and blue—an infinite number of shades may be produced by blending. The man has to know the colors and their properties.

The rug dyeing service is played up by the Paul brothers, and it has taken hold. The biggest selling point is the lack of any other professional dyers in the vicinity. New York City apparently is the closest.

The Paul brothers recommend a price of 30 cents per square foot. They will dye rugs for a tradesman at an 18-cent figure, providing he gets a similar 30 cents from his clients.

Additional charges are made on oversized rugs. New accounts are solicited through monthly mailings and personal calls to all rug cleaners and to carpet houses selling to hotels and interior decorators, etc.

The Hanover Bridge Drive-In also features shoe repair. Other sidelines are flameproofing at the Pauls' Harford Road plant and the cleaning of suedes at the Park Circle (a former Hot Shoppe restaurant) Drive-In.

Efficient Ticket

One big money-, time- and worry-saver is a three-part perforated sales ticket that is both inexpensive and efficient. On the customer stub, a duplicate date for delivery can be penciled in one motion by the counter girl.

The days of the week are printed on the lowest portion of the center part and on the top of the customer receipt.

The numbered center part, or body of the ticket, goes through the register for certification and control. Periodic inventories are made to note any missing tickets.

"A big problem is finding the owner of a bundle that has been given to the wrong customer. This system eliminates that worry, and it gives the date of pickup to the customer. It's as simple a sales ticket as I've seen," Frank stated.

Methods and Results

So record-conscious are the Paul brothers that their accountant had drawn up a detailed report showing the potential expenditures and profits in this new plant covering a six-year period!

From the files came the information that 60 percent of the customers at the Hanover Bridge Drive-In travel away from Baltimore toward the heavily industrialized Curtis Bay section, Annapolis and the Eastern Shore.

The figures on expenses are kept within easy reach for quick reference. The controllable expenses (claims paid, commissions, donations, interest, legal and accounting, payroll, payroll taxes, supplies, stationery and printing, telephone and sublet work) and the uncontrollable expenses (insurance, cleaning and maintenance, depreciation, heat, light, power, local taxes, licenses and rent) are continually checked, and all upward and downward variations are noted.

The Hanover Bridge Drive-In was in the black after the third month of operation! The Paul brothers have already reached one third of their goal of \$7,000 weekly in their third Baltimore plant. # #

Old Fashioned Marking Tags
are just as outdated in
a modern laundry plant
as the **OLD GALVANIZED**
SCRUB BOARD!



Today, you need **PRE-MARKED STRIP-TAGS**
to multiply your profits by
cutting marking & checking costs to **50⁰⁰/₁₀**

SAY "GOODBYE" TO:

- Transposed Numbers
- Ink - Stains - Damage
- Garment Loss Claims
- Illegible Numbers
- Eye-Strain
- Messy Pads & Machines

10-BRIGHT COLORS!

Lot (unit) Numbers
1 to 40 in each color.

400 COLOR-NUMBER COMBINATIONS-

\$3⁵⁰/₁₀₀ BOX (COLORS) **\$3³⁰/₁₀₀ BOX (WHITE)**

1000 strips to the box-
6 tags to the strip
(numbered 001 to 1,000)

Also remember **TOKEN-TAGS**
FOR SPECIAL INSTRUCTIONS

6 VIVID COLORS one for each department

20-separate instructions

Let Token-Tags do it right, the first time

*For Best Results-
use both tags
together!*

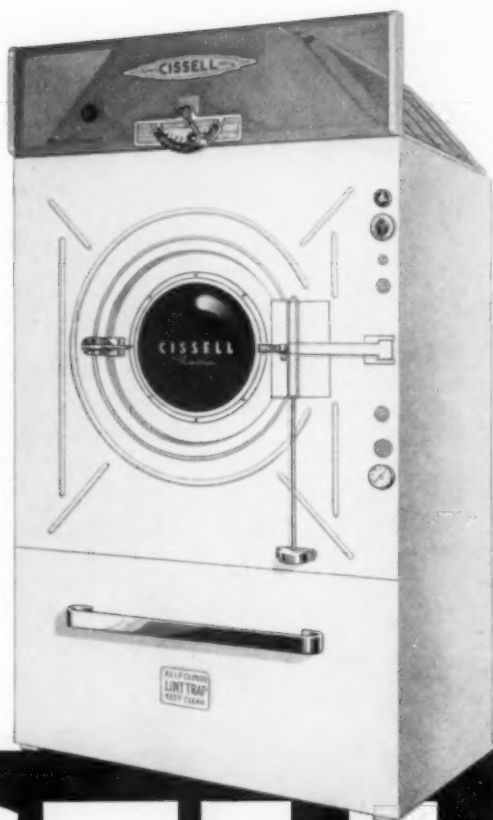
PRE-MARKED STRIP-TAG CO.
3232 INDIA ST., P.O. BOX 2430
SAN DIEGO, CALIFORNIA

Consult your
← distributor or
write us direct!



Built for rough day-in, day-out use

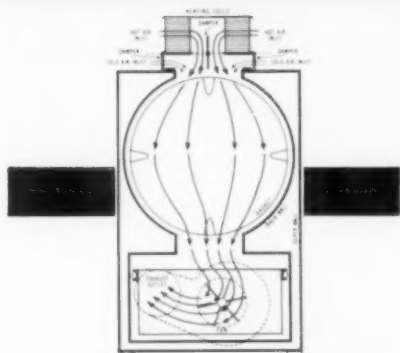
Look it over from every angle. Ever see so many features for durability and ease of operation? Ever see such downright good looks built into a tumbler? *It's no wonder that Cissell Tumblers are the talk of the industry!*



CISSELL

STEAM-HEATED DRYCLEANING TUMBLERS

SINGLE BASKET 36"x18" — 36"x30" — 42"x42"



**Double Walls add
strength . . . greatly
reduce heat loss**

FEATURES YOU WANT — AND NEED

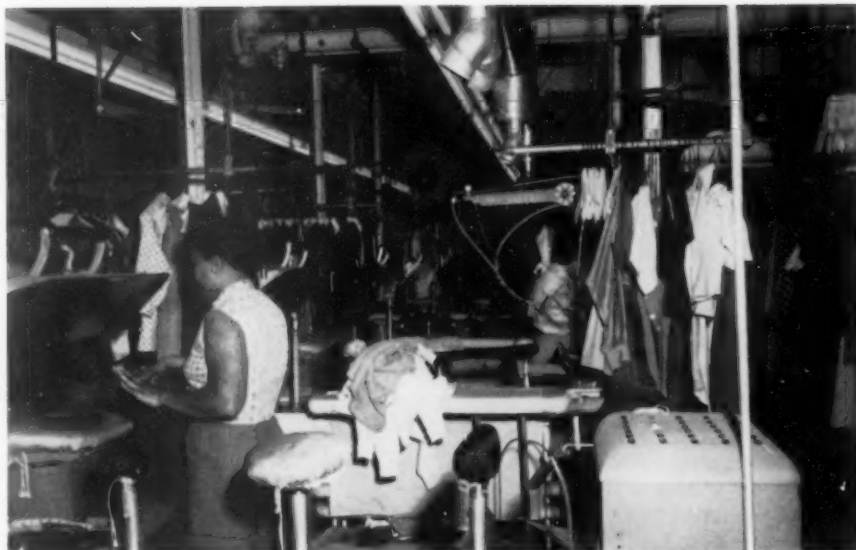
- Large volume of air for fast drying and complete deodorization
- 8-Stage Heat Control requires but a second to set or re-set
- Full-width lint drawer
- 2-Way Fire Extinguisher
- Static Steam Spray from pre-heated chamber
- Separate fan and basket motors
- Simple maintenance — all parts accessible
- Rugged, no-sag basket needs no auxiliary support
- Cissell-built Gear Reducer for quiet, long-life operation

ALSO AVAILABLE: Cissell Gas-Fired or Steam-Heated Laundry Tumblers: Double Basket "Twin": Single Basket 36"x18", 36"x30", 42"x42".

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.
Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.
Foreign Distributors write Export Dept. — Cable Code "CISSELL".

Consult Your Jobber

FOUR YEARS AGO when former owners resumed management New Method Cleaners of Denver was in sad shape. First physical change was to clean and paint entire plant interior. Silk finishing department shown at right was streamlined with modern equipment, through-the-unit production. Employee comfort wasn't overlooked, either. Note individual ventilating ducts above each work station



Return of Old Management Revitalizes Prestige Plant

*Former owner restores confidence
of both customers and employees*

By ART SCHUELKE

FIFTEEN YEARS AGO the January 1941 issue of *The National Cleaner & Dyer* was devoted to New Method Cleaners of Denver, Colorado. At that time the late Paul Trimble was so impressed with the plant that the entire magazine covered New Method exclusively.

But things happened in the intervening years. By 1952 the fortunes of New Method were at a low ebb. Once the outstanding plant in the West, it was heading slowly but surely to oblivion.

Today the trend is reversed. Once again the plant has outstanding customer acceptance. Volume is con-

stantly rising and profits instead of red ink show on the ledgers.

The rise and fall and final resurgence of this plant can be summed up in one word—management. The first three letters in the word *management* made the difference. New Method Cleaners and Dyers was founded in 1910 by Harry Friedland. A year later he took E. Corske as a partner. The two built an enterprise with a national reputation.

Their success can be explained simply. Both men engaged in actual supervisory work. They spent 10 to 12 hours a day on the job, in direct contact with their employees and

customers. Employee relations were tops, and customer acceptance could hardly have been better.

After World War II the partners bowed out of the picture. In 1946 they sold their business to an incorporated syndicate. The principal owners were engaged in other businesses. Close contact was lost, and with it most of the goodwill of employees and customers alike.

By a curious coincidence this writer had occasion to visit the New Method plant in 1951, at the low ebb in its fortunes. We saw personally the sad state of this "white elephant" operation.

A few years previously the management had mistakenly blamed declining sales on high prices. It attempted to convert a quality operation into a high-production plant. The set-up was not geared for fast, high-volume, low-quality sales, nor were the remaining customers accustomed to this type of work. As a result, management accelerated the decline of New Method.

Methods Change Fast

What had been *new methods* in 1941 were obsolete techniques in 1951. Our industry changed and *is still changing that fast*. The price cuts put into effect did provide a momentary volume spurt. But service suffered badly. So did the profit picture. With a high break-even point any price cut dictated at least a 30 percent volume increase just to equal returns from the old higher price.

Almost too late did the syndicate

Continued on page 64

so smooth-so easy

This is the Cissell Steam-Electric Iron that frees an operator from a stationary position. Large areas are ironed with ease. —LESS EFFORT—LESS FATIGUE. The result—INCREASED PRODUCTION!

THIS CISSELL VALVE DOES THE JOB

... it's the heart of the Low-Boy Assembly. Steam-Heated Chamber built into valve converts water of condensation into steam WITHIN THE VALVE... before it reaches the iron. KEEPS UPRIGHT HOSE CLEAR OF WATER... PROVIDES DRY STEAM. Simple, packless valve construction; stainless-steel needle stem with TEFLON seat; air-cooled coil for continuous use.



NO FOOT PEDAL NEEDED

A light touch of the Electric Thumb Switch releases steam instantly... where needed, when needed.

The SOLENOID LOW-BOY ASSEMBLY is trim, simple, ideal. Eliminates overhead arms and suspensions... provides unobstructed working area... a necessity for steam-iron operation on an offset press. Assembly includes shielded steam chamber, Cissell solenoid valve, pilot light, switch, cord and hose support, and 5 feet of steam hose. Assembly for Steam-Electric Iron with Electric Thumb Switch and Water-Spray Gun includes condenser.



CISSELL

STEAM-ELECTRIC IRON
with Electric Thumb Switch and Low-Boy Assembly



*Cissell Equipment
in use
the world over*

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

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Consult Your Jobber



IT COSTS LESS-

ACCORDING TO NATIONWIDE FIGURES:
Approximately **1%** of your operating
cost is detergent — — — it makes sense to
make the most of that **1%** by using ADCO'S

TRIPLE-X DRI-SHEEN

THE BEST DETERGENT FOR YOUR MONEY!

Here's Why!

- 1** Triple-X Dri-Sheen is not removed from Solvent by use of sweetener powders and Darkol
What this means to you—Better Cleaning because your Charged Solvent can now be kept clean and water white with no loss of "Charge" because Triple-X Dri-Sheen is not removed by Sweetener Powders or Darkol.
- 2** Water-White Charge—even in 4% charge systems with Triple-X Dri-Sheen.
- 3** When your charge is clean and water white, the use of water then is no problem —no dirt and impurities to be held by water and deposited in clothes. No amount of clean solvent can rinse out dirty water!
- 4** Use Triple-X Dri-Sheen and have a water white, clean, pure charge that gives you top quality results at an over all cost of no more than you pay for less efficient detergents.
- 5** Triple-X Dri-Sheen not only handles large amounts of water—safely—but has much greater detergent action because of its higher soap content. Results: Greater water soluble and carbon soil removal!

Adco, INC., SEDALIA, MO., U. S. A. Manufacturing Chemists since 1908

If your charged Solvent is Dark-

TO USE THE BEST!

SO...for the best cleaning you've ever done—at the least cost—Use the detergent that gives you the most for your money—

W A T E R - W H I T E

Triple-X Dri-Sheen



MAKE Adco prove this at no cost to you!

One of Adco's 56 trained Dry Cleaning Technicians will install Triple-X Dri-Sheen in your plant

REMEMBER — at no cost to you!

*Seeing is
believing—
clip and
mail this
coupon!*

ADCO INC., SEDALIA, MISSOURI

Please Send Me gallons of Triple-X Dri-Sheen
freight prepaid.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Adco pays freight on 10 gallons or more

10 gal. . . \$4.05 30 gal. . . \$3.90 55 gal. . . \$3.85

Fully Guaranteed or Returnable to Adco

You are using an obsolete Charge Soap!



IN CLEANING ROOM no physical changes have been made at present. Room has been thoroughly cleaned and painted—a real boost to employee morale. Plant is undergoing slow but thorough renovation. Since equipment is in good repair this department will be last to feel effects of changes occurring at New Method

Continued from page 60
realize its mistake. It reversed its field and went back to the old price setup. By that time, however, the people who formerly made up the plant's clientele had found other quality plants to patronize. The same old methods of production were still in force. Morale of employees was all but shattered. The absentee management was equally unhappy. It was getting little or no returns on a substantial investment, in times when almost any speculation paid off well.

Return to quality standards helped some, but the business was still a losing proposition. There was something lacking in management due to the corporate setup. Finally at the end of 1951, the syndicate approached Harry Friedland, one of the original partners, and offered him stock control to come back and breathe life into a white elephant.

It was a distinct challenge to throw to a man who had founded the firm more than 40 years before. He had little to gain and everything to lose at a time when he had every right to sit back and enjoy the fruits of many years of hard work. Call it pride or what you will, he decided to try to salvage what had been a life work for him. He picked up the reins once more in January of 1952.

Before the year was out Mr. Friedland realized what a tremendous task he faced, and called upon his son, Harold, to give him a hand. Harold had been born and raised in the business; had worked for New Method until 1942. In the intervening years he had worked for I. Magnin on the

West Coast and rose to an important management position for this leading department store.

In a sense Harold was merely broadening himself for his present work at New Method. He acquired know-how on employee and customer goodwill. He learned good production methods, workflow. He accepted his father's offer to return to New Method.

What has happened to date has been a revolution, but a quiet, unobtrusive one. First of all, Harold visited plants all over the country, studying production methods. He saw the benefits of through-the-unit production, of individual units, of split-ring assembly. He realized the advantages of increased machine finishing over old hand-ironing methods.

When he finished his observations Harold moved slowly. First, morale was already almost nonexistent among the employees. Secondly, company funds were too low to initiate expensive changes overnight. So he started at the beginning.

Human Changes, Too

The first major improvement was simple and obvious. He cleaned and painted the entire plant. The changes effected by soap, water and paint were electrifying. Perhaps the employees began to realize that management *did* care about them and their working conditions. At the same time Harold practiced the sound human relations he had learned through the years.

Where before even a routine "Good

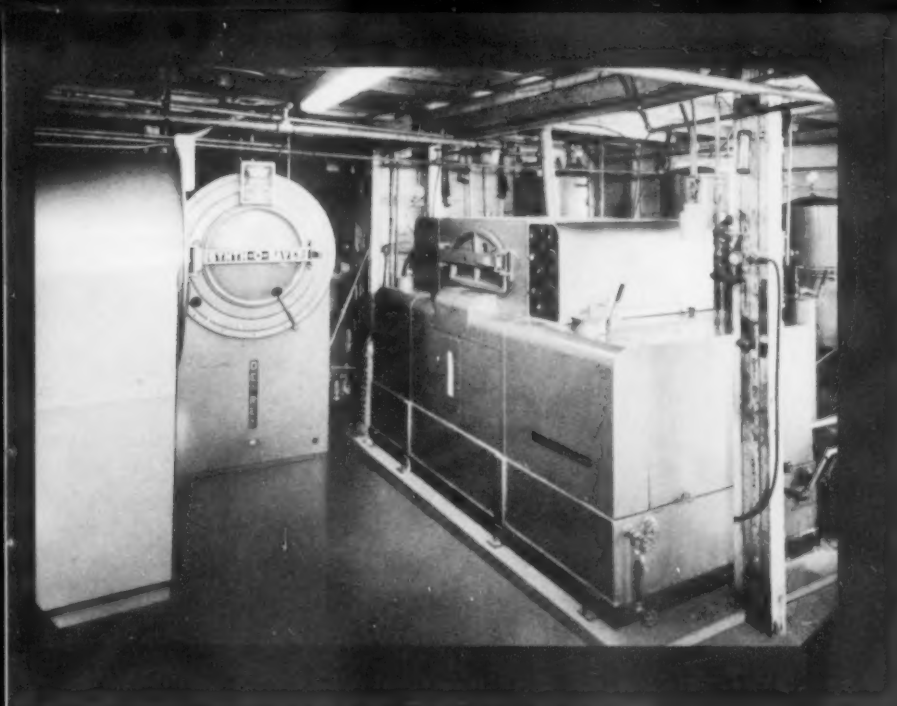
Morning" to the employees was unheard of, Harold called everyone by his or her first name. He made it his business to learn something about each person, something that interested the employee personally. Basically, little has been done to change employee aptitude. Everyone generally has been a long-time employee and knows his job well. But Harold brought about a startling reversal in attitude.

Physical changes in the plant came about slowly, yet inventory of how much has been accomplished in less than four years belies that statement. New ventilation has been installed. Large roof fans provide cooler air through ducts that are individually controlled by each operator.

Individual silk units with through-the-unit production replaced the dozen or more hand-ironing boards. The sewing department has been modernized. According to the best NID recommendations, the seamstresses work from raised platforms. The girls are seated at electric machines. Harold Friedland has also adopted an idea from a typewriter desk. The sewing machines fold away, leaving the top surface of the work area available for tasks that do not require the machine. Fifty-five percent of all garments get some free repairs.

Split-ring assembly is used, too. The marking department has been improved with better light and hopper bins. Air presses have replaced most of old press equipment; only a few

Continued on page 69



ACME CLEANERS

**BOOST VOLUME
SLASH COSTS***

AFTER SWITCHING TO THE

DETREX
P R O C E S S

***IT WILL HAPPEN TO YOU, TOO!**

*Solvent
Consumption
Reduced
42%*

*Spotting and
Wet Cleaning
Reduced
20%*

*Finer
Quality
Cleaning*

More Volume

... and

**MORE
PROFIT!**

Perhaps It's Time You Stopped
Dreaming of a **DETREX**
and Started Owning One!

Why put off the purchase of Detrex equipment any longer? Any Detrex owner will tell you that the purchase of Detrex dry-cleaning equipment is the best investment you can make. And the reason that they'll tell you that is because Detrex returns a very high profit on the investment. But don't take our word for it . . . ask any Detrex owner in your area . . . he'll tell you how his profits have risen since he bought Detrex drycleaning equipment.

There are three big reasons why Detrex provides more profits.

- 1 *Detrex provides highest quality cleaning and fast service . . . which can't help but increase volume.*
- 2 *Detrex reduces spotting, re-runs and wet cleaning to an absolute minimum.*
- 3 *Lowers supply and overhead costs and reduces labor per work load.*

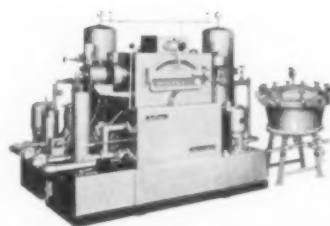
Detrex machines are available in three popular sizes to fit any operation. If you're low on cash, you can start realizing those Detrex profits anyway by leasing a Detrex Standard Coronet or Two-Bath Coronet and Synth-O-Saver.

SEE COUPON

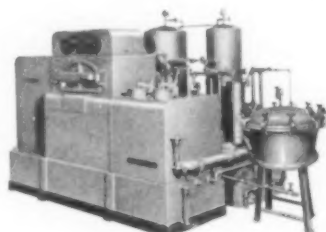
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DETREX CORPORATION

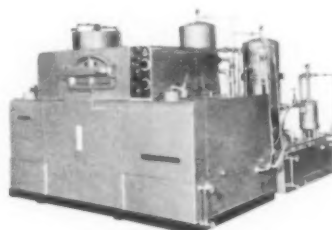
BOX 501, DETROIT 32, MICHIGAN



Coronet—60-80 lbs. capacity per hour



Monarch—90-100 lbs. capacity per hour



Ambassador—over 200 lbs. capacity per hour



Synth-O-Saver—for miser-like solvent consumption

PRINTED IN U.S.A.



PRACTICALLY EVERY DEPARTMENT has been modernized by present management. Marking is now done in well-lighted area. Hopper bins replace inefficient, back-breaking hamper-to-worktable method. Marking has been expedited and workflow improved



INSTALLATION of split-ring assembly has greatly expedited delivery service, reduced operator fatigue and payroll costs. Much time has been saved that was formerly used to locate stragglers and short orders that were lost in the shuffle

Continued from page 64
manual presses remain. The combination of good housekeeping and improved methods has had an excellent effect on both quality and service.

Deliveries ran from 10 days to three weeks before these changes. Now normal service is three days; faster if required.

It has been a long pull, but the customers are coming back in greater numbers all the time. A spot check revealed that weekly volume is running as much as 30 percent ahead of the same weeks in 1951.

Morale Way Up

And this has all been accomplished with the highest morale in many years. There was no attempt to fire people in wholesale lots; not even on an individual basis. Normal quits, for one reason or another, have reduced the work force more than 10 percent, in spite of greater volume. It took

longer to bring the payroll in line this way, but it has greater long-range returns for the firm.

In the distribution setup Mr. Friedland instituted some other changes. He closed an unprofitable call office and opened an activated branch store. During high-volume periods this branch does its own cleaning and finishing, in keeping with the usual high standards of New Method.

During slack seasons, the operating personnel from the branch is sent to the main plant. These people fill in for vacationing employees, reduce the branch payroll costs. The bulk of New Method's volume comes from its route operations. The plant operates six trucks, plus a furniture van.

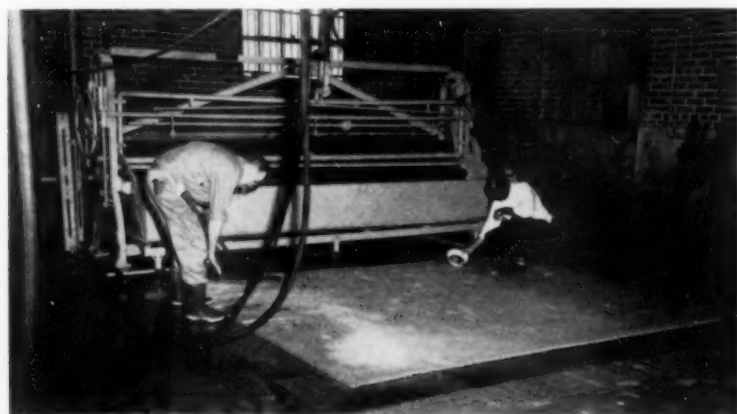
Mr. Friedland has just purchased and installed a new route control system. Each truck is equipped with a set of metal name plates, similar to Charge-a-Plate, for all its customers. A master machine at the main plant makes up these plates. The salesmen

use the plates to set up the delivery ticket or to report on customers who fail to buy.

There is little reason not to do business with New Method since it offers its customers a complete service. It handles rug and upholstery cleaning, both in the plant and on location. It does lampshades, households, hats, shirts; practically all textile maintenance except laundry.

Mr. Friedland devotes a good deal of his time to customer relations. Because of his broad background in the apparel field, housewives and even department stores consult with him constantly on fabrics, their purchase and maintenance. It all adds to the prestige of this quality plant.

What Mr. Trimble reported 15 years ago has been regained. Employee and customer confidence has been restored, coupled with the latest production techniques once more it is a *New Method Cleaners* with an enviable reputation. # #



PORTION OF RUG CLEANING department is shown above. Plant offers complete fabric maintenance, including upholstery, lampshades and shirts. Outside crews clean on customers' premises. Rebirth at this plant includes greatly increased sideline sales



SPECIALLY designed sewing table aids repair ladies. Top of work area folds machine under; leaves free surface for special repairs



LARGE SIGN, tasteful interior invite customers into new package plant at Whitehall, Ohio. Customer service area is at right. Counter runs parallel to length of store. Lattice work inside separates customer waiting area from mechanical storage conveyors

Your Magazine Subscription Can Pay Extra Dividends

Guidebook's practical help solves layout problem for Midwest plant

By ART SCHUELKE

GROWING PAINS were creating problems for Oakley Cleaners of Columbus, Ohio. After 10 years in business, brothers Herbert and Robert were straining the capacity of their main plant.

This operation is in an excellent location. Besides, the Oakleys have an economical long-term lease. Their logical move for expansion was a feeder plant. Since there are two of them, management responsibilities could be easily divided between both plants.

The brothers fortunately secured a lease on a store just on the edge of the fabulous "Miracle Mile," also known as the Town and Country Shopping Center, located in suburban Whitehall. They have plenty of area, but the space was long and narrow, measuring 20 by 150 feet.

Efficient layout presented a prob-



WORK AREA is partially partitioned by mirror. Although customers can view work processing through lattice work, mirror effectively adds to spaciousness of call area. Note split counter, efficient filing system at left for holding records of uncalled-for orders

NATIONAL CLEANER & DYER



**"It's plain Yankee
thrifft to keep
solvents clean
with DARCO® DC"**

"We New Englanders are usually skeptical of new-fangled gimmicks, but we're mighty quick to latch onto sound money-saving ideas. I was a little wary when a distributor salesman told me about using DARCO DC activated carbon daily. It took that recent NID* Report about DARCO to sell me. And, brother, am I glad!

"Haven't had a single problem with bleeding dyes since I started keeping my solvent clean with daily DARCO treatments. No more complaints about graying colors. Garments come out cleaner, brighter, fresher smelling . . . and business has picked up nicely. It's smart Down East economy to invest a small fraction of a cent per garment to keep customers happy. And I've cut my soap loss to the bone too!

"That new 'Carbon-Meter' package makes daily DARCO dosage a snap. No mess, no guessing. The dosage is already measured out—you just drop it in the washer.

"And, take it from me, DARCO DC really does a job!"

NEW 2-POUND DARCO PACKAGE

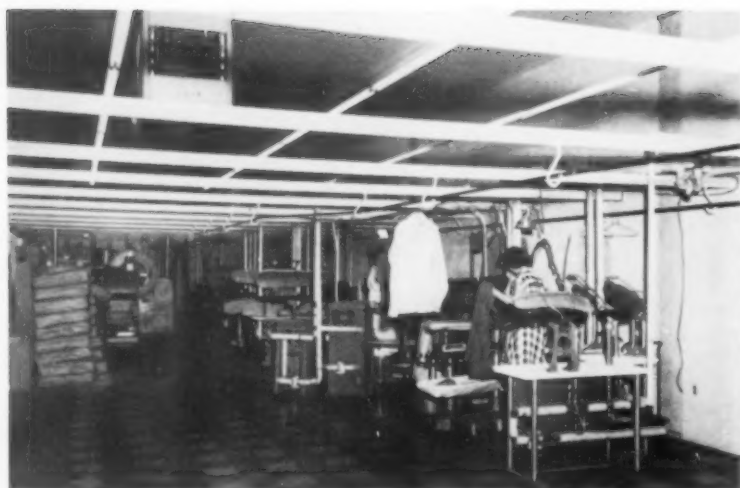


* *National Institute of Drycleaning, Silver Spring, Maryland*

WANT SCIENTIFIC PROOF? Read the eye-opening NID fellowship Bulletin F-16, "The Use of DARCO in 1-Bath Charged Systems." Write today for a copy.

**CHEMICALS
DIVISION
ATLAS
POWDER COMPANY
WILMINGTON 99, DELAWARE**

*In Canada: Atlas Powder Company, Canada, Ltd.
Brantford, Ontario, Canada*



NO CRAMPED QUARTERS here. Although only 20 feet wide, plant appears spacious. Good layout, as suggested by NATIONAL CLEANER & DYER Guidebook, provides for fast workflow, minimum work force

lem, so the Oakleys took it up with one of their allied tradesmen. He referred them to The NATIONAL CLEANER & DYER Guidebook Issue of April 1954. The answers they sought were right there, tailor-made for the Oakley package plant.

The drawing shown at the right also helped the owners plan just what equipment should be purchased for their first feeder-plant venture. Except for a few minor changes, they laid out their plant exactly as shown on the drawing. They added another spotting board which is used for pre-spotting. Positioning of the cleaning machine and wetcleaning department was reversed, but in the same relative position.

Because of the efficiency of the layout, production is fast and at minimum cost. Just eight short weeks after opening, the plant has reached its break-even point. Employees include a wool presser, silk finisher, a marker-counter girl and brother Herbert (who does the work of two or three people).

Much of the Oakleys' early success can be attributed to their good location. They are located in one of the fastest growing suburbs in Ohio, immediately adjacent to a mile-long strip which contains some 95 different businesses and establishments. Beside their building is the main entrance to an Army depot employing about 2,000 civilians.

The Oakleys are able to cash in on this potential because they turn out top-quality work. At their base price of \$1.10 they feel customers are entitled to the little extra services. Free repairs are done on a large scale. Buttons are sewed on or replaced and

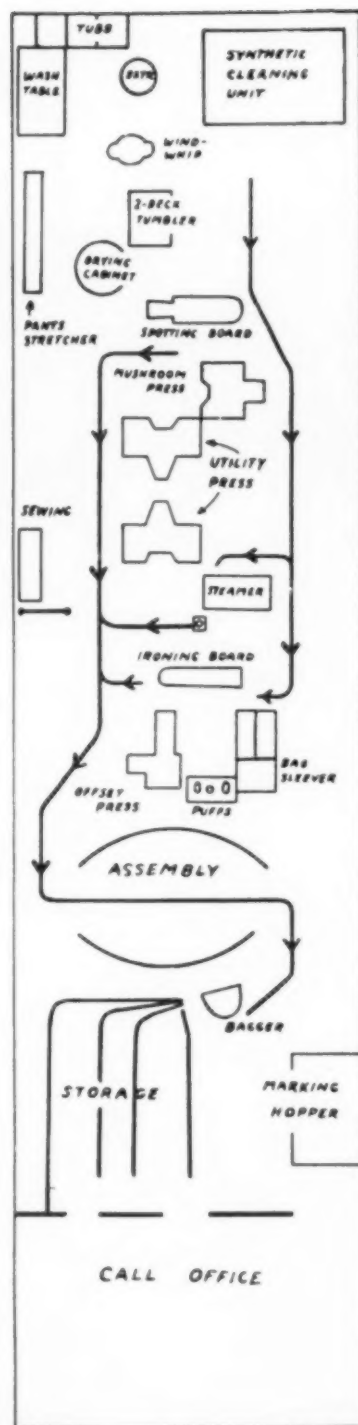
worn pocket tips are sewed. Every man's suit has a book of matches placed in the pocket. Women's suits or coats are sent back with a manicuring emery board in the pocket. All skirts are pinned on hangers with safety pins.

Oakley Cleaners offers same-day service at no extra charge. The brothers feel quick service, plus quality, plus convenient hours is paying off for them. Store hours are from 8 a.m. to 9 p.m. six days a week.

Shirt service is offered, but the work is presently farmed out to another plant. As the plant volume increases, the Oakleys expect to install their own equipment. The plant depth of 150 feet provides ample room for expansion.

The brothers encountered one problem that is well worth checking if any readers plan package plants in shopping areas that recently were rural countryside. Sewage disposal was dependent on a cesspool. Since they do synthetic cleaning, much water is used in solvent reclamation and distillation. Furthermore, future plans call for a shirt laundry. Obviously the cesspool couldn't handle the volume of water.

Arrangements were made with the property owner to dig a well. Now water is pumped automatically as needed, circulated through the system, and dropped to the well after usage. City water is utilized for wetcleaning, drinking and other purposes. The cost of the well was split evenly between the Oakley brothers and the property owner. For a few hundred dollars they are assured a continuing supply of water, without overtaxing the cesspool.



GUIDEBOOK DRAWING was utilized for layout ideas, equipment suggestions. Cleaning and spotting departments were reversed, as was flow of work through splitting assembly. Equipment is same except for added board for pre-spotting

Another arrangement that has worked advantageously for these dry-cleaners is their building sign. They

NATIONAL CLEANER & DYER

if ...

you **DRYCLEAN** or **FUR CLEAN**

"BORGANA", O'LEGRO", "CLOUD NO. 9", "GLENARA"

and you clean 50, 500, or 1,000 coats yearly, there are . . .

5

**WAYS to CLEAN and FINISH
ORLON* DYNEL** PILE GARMENTS
PROFITABLY with FUR-FEEL**

**There's a
FUR-FEEL
Franchise
Plan
To Suit
Every Need!**



U.S. REG. T.M. APPLIED FOR
PILE FABRIC PROCESS



(UNRETOUCHED PHOTO)

The Guaranteed, Proven Process that Restores and Rejuvenates Synthetic Pile Garments to Look Like New . . . Feel Like New . . . and Crush Resistant, Too!

FUR-FEEL is recommended and approved by the nation's leading pile fabric mills, coat manufacturers, dept. stores, buying offices and cleaning experts!

*Du Pont's Registered Trade Mark for its Acrylic Fibre

**Union Carbide's Acrylic Fibre

send for full details, Today!

FUR-FEEL CORP.

231 Eagle St., Brooklyn 22, N. Y.

GENTLEMEN: Rush all available information and literature on the FUR-FEEL PROCESS. We're interested!

Firm Name _____
Name _____
Address _____
City _____ Zone _____ State _____

FUR-FEEL CORP.
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Sales Office
312 Seventh Avenue
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231 Eagle Street
Brooklyn 22, N. Y.

ELIMINATE touch-ups with a *Sta-Vent*®



HOLDS COAT VENTS SECURELY without MARKING

Sta-Vent holds the vents of a man's coat or jacket securely together while the garment is being processed on the Adjusta-Form — and positively will not mark even the most sensitive of fabrics. Sta-Vent eliminates still another touch-up operation and reduces finishing costs — makes finishing faster and easier.

**Stainless Steel
and Foam Rubber Clamps**
—another FIRST from the home of the

Adjusta-Form



WICHITA PRECISION TOOL CO., INC.

450 N.
Seneca

Wichita,
Kansas



COMPACTNESS and neatness add to efficiency. Wetcleaning department has all components within few steps reach. Note cabinets for handy storage of wetcleaning supplies

have a large electric roof sign, dominating the three stores that make up the building they occupy. The effect is that the entire structure is Oakley Cleaners.

Customers are provided with an exceptionally tasteful call office. Contrasting tiles make up the floor. Comfortable modern chairs and a table with reading lamp add to the charm of the office. Plantings further enhance it. The work area is partially partitioned off by a 7-foot-high mirror, where the ladies can admire themselves while they wait.

Decorative lattice work separates the customer area from the adjacent garment storage space. Garments are hung on two mechanical storage conveyors. Twin-row fluorescent lighting completes the pleasing effect.

Another minor change from the original NATIONAL CLEANER & DYER

plans was to reverse the workflow into the split-ring assembly. This makes the assembly-bagging operation convenient to the mechanical conveyors. There is no lost motion.

Quality work, convenience and attractive surroundings are all furnished to build volume. Efficient layout and workflow are utilized for economy and greater profits. We would guess that this is one plant that feels its subscription to NATIONAL more than pays for itself. # #

This article refers to the Guide to Plant Layout originally published by NATIONAL CLEANER & DYER in 1954. Because of the continuing demand for this informative booklet, we have additional reprints available at \$1 each.



SIDELINES are not overlooked. Three drums store mixes of sizing, waterproofing. Two different concentrations of sizing are used for different type fabrics. Suggestive selling of special services adds much to volume, profits. Since perk is used, drums have seal-tight lids

NATIONAL CLEANER & DYER

Clear solvent like this...

**gives you
Top-Quality
Drycleaning
with only...**

**1 1/2% CAL'S
CHARGE!**



Here's why... You can retain clean solvent with 1 1/2% Cal's Charge that will out-clean up to 4% concentrations of other charge soaps, and you have the added advantage of Cal's Charge holding up for days with the same soap percentage. You get perfect whites and brilliant colors load after load.

Regular items such as coats, soft woolens, whites, etc. come clean on Cal's Charge alone—no wet stock is needed. And, hard-to-clean clothing

like work pants, play suits and sport shirts really get a double soap run because added wet stock is a regular "batch" soap in addition to being a water carrier.

Then too, you'll get much more accurate moisture control, because Cal's Charge is a soap that's specifically designed for charge systems.

*Order Cal's Charge from your
jobber. He'll supply you from a stock of 55, 30,
15 or 5 gallon drums.*



CALED PRODUCTS CO., INC.
BRENTWOOD, MARYLAND

Money-making workhorse for



PILLOW CLEANING operation at Randall's Drive-In Valet fascinates customers. Feathers are rid of bacteria and dust by ultraviolet ray and ozone gas. Plantowner Nathan Kellner accommodates by showing all steps in 2-4 minute process.

Getting A-head on Clean Pillows

Sideline is aid to customers' health and plantowner's wealth in Bethesda drive-in

By ROGER GANEM

IT'S TRUE that what has been found in pillows could fill a book. It's also true that this book can become a best-seller. Such is the case (pillowcase, of course) at Randall's Drive-In Valet, owned by Nathan Kellner, Bethesda, Maryland.

By openly displaying the remains from pillows that have been cleaned, Nathan has made himself wealthier, his customers healthier—and wiser.

The remains include teeth, glass, a long wishbone, pieces of china, gravel stones the size of half dollars, nails, chickenbones, a wedding ring, matted balls of feathers, and corn, among other items. "Everything but money," Mrs. Rose Kellner said.

The money is there, however. Be-

tween \$600 and \$650 a month has been added to the volume since the pillow-cleaning service began in September 1955. And more than half of this represents clean profit. The display, a silent salesman, is doing its job well.

Another salesman, also silent, is the automatic machine that reduces the high bacteria count of untreated feathers 80 to 90 percent. Located close to the front window just behind the call-office counter, the machine does its job on individual pillows in view of customers.

The Cleaning Process

Randall's sterilization which reduces the bacteria count of untreated

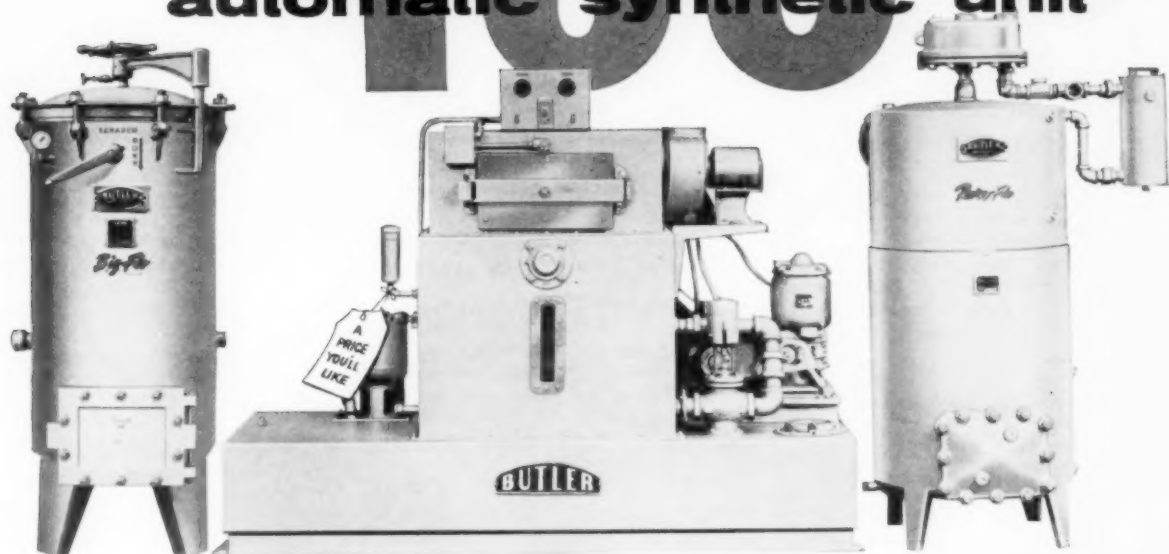
feathers from 20,000 to less than 400, and often about half of that, takes four minutes a pillow. After the pillow is slit, the feathers are dumped into a hopper which tumbles them continuously while ultraviolet ray and ozone go to work. After tumbling, the feathers are fed into a wheel by high-speed impellers. As they pass through a duct in this process, they are further fluffed, the dust is removed, and the debris falls through to a trap near the base of the machine. The trap is emptied every 10 pillows.

The sterilized feathers are then drawn into a cabinet containing an ozone bulb, then up through a suction cup fitted to the open end of the new tick. The ticking is glass-enclosed for

Money-making workhorse for small and medium-sized plants

NEW Butler 100

automatic synthetic unit



Build business with "Gentle-Clean" promotion—exclusive to Butler customers

Here's a lively promotion that's calculated to build your business.

Available only to Butler customers, the package includes an electric clock, window and store banners, counter card, envelope stuffers, hanger tags, decals, door hangers, newspaper advertising mats, radio announcements, and TV announcement production tips.



**Manufacturers of Dry Cleaners Equipment • Oil Equipment
Steel Buildings • Farm Equipment
Outdoor Advertising Equipment • Special Products**

Factories at Kansas City, Mo. • Galesburg, Ill. • Minneapolis, Minn.
Richmond, Calif. • Birmingham, Ala. • Houston, Texas
Burlington, Ont., Canada

You can handle a \$1500 to \$2000 volume per week with the new fully-automatic Butler 100 synthetic unit.

Just load and set the controls. Washes and extracts with no operator attention. Your cleaner can spend $\frac{2}{3}$ or more of the time doing other production work. Labor costs are minimized.

Divided cylinder does better washing and extracting. Forces the deep solvent penetration and circulation through clothes necessary for thorough cleaning. Permits even distribution of clothes during extraction for vibration-free operation and maximum solvent reclamation.

Butler 2000-gallon filter is the biggest in use on this size unit. Purifies big volume of perc at lower pressure, assures faster flow of cleaner solvent . . . better cleaning. Air cleanout saves \$300 or more each year in perc recovery alone, leaves powder so dry you shovel it into a hanger box. Eliminates the hard work and odor involved in cleaning messy bag filters and clogged up tubular filters.

The Butler still reclaims and distills solvent to its original purity, removes all solvent from residue, boils down hard-to-reach solvent.

The price of the Butler 100? You'll hardly believe it! Ask your local Butler representative.

For full information on the new Butler 100 synthetic unit, mail coupon for descriptive brochure.



BUTLER MANUFACTURING COMPANY

7452 East 13th Street, Kansas City 26, Mo.
Dept. 13, Room 602, 103 Park Ave., New York 17, N.Y.
Dept. 23, 1850 Cheshire Bridge Rd., N.E., Atlanta, Ga.

Please send brochure on the new Butler 100.

Name _____

Address _____

City _____

Zone _____ State _____

NEW TICKING is given all pillow cleaning customers. A \$2 charge for service is all-inclusive. Mrs. Rose Kellner offers patron four patterns. Shoe repair department at left attracts many under-one-roof shoppers, is paying off



visual determination of the amount of feathers it contains. These operations take place in one machine.

Left-over feathers, if any, are wrapped and returned to the customer, many of whom come back with more pillows so as not to be guilty of waste.

The finished pillow is then given to a seamstress who double-stitches the 6-inch opening that fitted around the suction cup. If work has piled up, clamps are placed on the pillows to prevent any loss of feathers.

Automation in Action

The machine used by Nathan Kellner starts operation as soon as the first feather enters the hopper. Everything is done automatically, from carrying the feathers through the cleaning cycle, turning on the vacuum fan, lifting the feathers into the new tick, to opening the cabinet door, stopping the vacuum blower, and resetting the machine for the next cycle.

The machine also stops automatically, giving the attendant opportunity to do other work.

Official Requirements

As in most states, Maryland requires an inspection stamp and an annual permit indicating approval of the sterilization process. Under the Maryland Bedding and Upholstery Law, every article renovated must have a tag attached describing the material as "secondhand," which the feathers are, technically. This tag is made of conspicuous yellow cloth containing a Maryland inspection stamp. These are issued by the Department

of Health at a cost of \$10 per 1,000.

The annual permit costs \$50 and is issued on the approval of the Director of the Department of Health.

[Editor's note: Plantowners who are thinking of adding pillow-cleaning service should first check their state's laws concerning sterilization and renovating of feathers, before making an investment.]

Pricing

The \$2 charge for cleaning feathers includes new ticking. Customers have

a choice of four popular styles of tickings. Old ones are thrown away for sanitary reasons, according to the Kellners, who once found four on one pillow. "Apparently the customer believed that new ticking was all that was needed. Actually, it does little good when as much as a quart of dust has been removed from the average pillow."

If a request is for one pillow from the feathers of two tickings, Randall's charges \$3, the extra \$1 for sterilization of the additional feathers.

An extra charge is also asked for work done on featherbed mattresses,



We perk 'em up with **'Perk'**

Ask for Stauffer's 'Perk' in the handsome blue-and-white striped drums.

Every drum contains 700 pounds net of the finest 100% pure perchlorethylene.

'Perk' is stabilized for ALL synthetic drycleaning systems. The exceptionally efficient stabilizer in Stauffer's 'Perk' was selected after hundreds of tests.

Clothes drycleaned with 'Perk' are really cleaned and free of odor.

Advertise your 'Perk' service with a handsome, easily affixed window label. Ask us to send you a window label free.

Stauffer's 'Perk' is sold by Drycleaning Supplies Distributors Everywhere.



STAUFFER CHEMICAL COMPANY

380 Madison Ave., New York 17, N. Y.

or

636 California St., San Francisco, Calif.

Send me the
'Perk 'em up with Perk' window label.

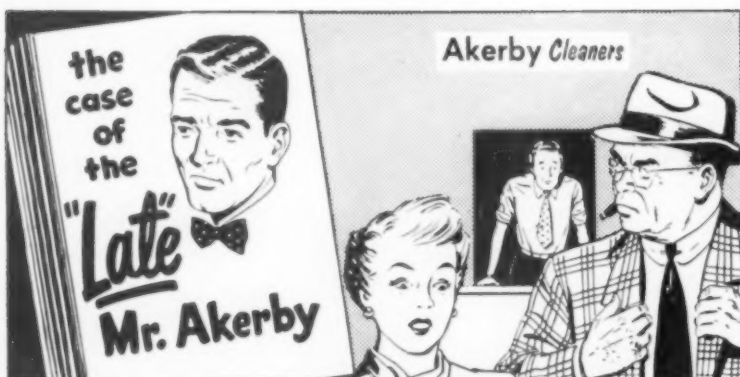


NAME.....

STREET.....

CITY.....ZONE.....

STATE.....



Skelly Perchloroethylene

General Specifications

Color—Water Clear

Boiling Point—250°F.

Specific Gravity of Liquid
(Water=1)—1.623

Weight per Gallon—13.53 lbs.

Odor—Ethereal

Flash Point (Tagliabue Closed
Cup)—None

140 flash Naphtha and Stod-
dard Solvent Also Available

"No wonder he's losing customers! Late again with my suits! The neighborhood is even calling him the 'late' Mr. Akerby."

But Mr. Akerby's troubles ended when he switched to Skelly Perchloroethylene. This crystal clear dry cleaning solvent helped speed up his daily output, gave him perfect odor-free cleaning.

He soon learned Skelly dealers and jobbers are famous for fast, dependable deliveries. And, if he has an operational problem, a Skelly Technical Field Man may be able to help.

You, too, can profit from the extra service and high quality of Skelly Perchloroethylene. Call your local Skelly supplier today.



Skelly

Perchloroethylene

DRY CLEANING SOLVENTS
INDUSTRIAL DIVISION, SKELLY OIL CO., KANSAS CITY, MO.

with or without conversion into bed pillows. Sleeping bags, too, can be and have been sterilized, with charges dependent upon the services required.

The Prospects

When Nathan Kellner moved his plant from Wisconsin Avenue in May into his new \$70,000 drive-in on the corner of Cordell and Norfolk Avenues, he was practically alone, commercially. Since then other businesses have popped up in new and attractive buildings, and the area is becoming a shopping district.

The 40-by-80-foot plant with its 18-by-14-foot call office is located in the Triangle section of Bethesda. Construction is scheduled to begin soon on widening Norfolk Avenue, which will be extended through to the center of town, and Cordell Avenue. Thus the main arteries will be joined by good roads and traveled by an increasing number of persons. The new location has become ideal.

It could be coincidence. It could be good preplanning. It could even be the pillow-cleaning service.

Whatever the case (pillowcase, of course), Nathan and Rose Kellner are enthusiastic over their profitable sideline and they welcome the growing progress around them. # #

Drive-In Gives Service in Seconds

Randall's Drive-In Valet features 30-second curb service. An intercom system links the outdoors with the call office, plant office and production area simultaneously. In fulfilling an order, the attendant will give the number of the stub-set receipt over the phone. In a matter of seconds the order is carried out by girls who hang the garment bag inside the car, never failing to keep the printed portion exposed. During the rush periods, when help is needed outside, others are summoned from marking or assembly by the mere pressing of a buzzer, located under the call-office counter. It's easy to see if more aid is needed; the plant has nine large picture windows.

The attendant is equally swift in accepting garments and giving the customer his receipt. In order not to keep him waiting, the clothes are taken and placed in laundry bags. The customer is given his stub-set receipt and



REMINDERS to keep pillows clean are attached to top of every package, are hard to miss, get good response, can be found in conspicuous spots within store. Carhop gives 30-second service, takes longer when bothered by camera flash

within 30 seconds drives away.

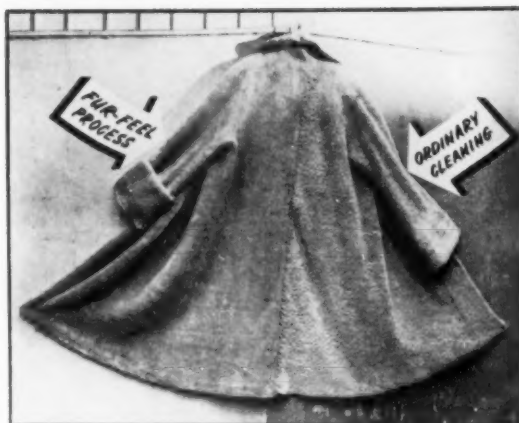
The drive-in, with its 6,300 square feet of parking space, is open from 7:30 a.m. to 7:00 p.m. But for those who may arrive too late, Nathan installed a night depository box on the side of the building. Customers write instructions on a paper and insert the paper in the bundle, which is prepared for processing the first thing in the morning. The depository resembles a large mailbox as seen on city corners. Once the lid closes, it is impossible to reopen

the box from within it. The door inside the plant through which the bundle is pulled each morning is kept locked when the plant is closed. The box is airtight and burglarproof.

Another feature, designed to bring in customers for "one-stop shopping," is the shoe repair service. The head of this department, a craftsman, is paid salary plus commission. It's a break-even proposition that is holding its own while serving the intended purpose adequately.

RELIABLE**BRINGS YOU MORE!****NEW! GUARANTEED!****PILE FABRIC PROCESS**

FUR-FEEL is the nationally franchised, guaranteed method for processing pile fabric coats. It rejuvenates and restores Orlon-Dynel to look better than new, feel better than new . . . and crush resistant, too! Reliable is a co-developer of the FUR-FEEL process.



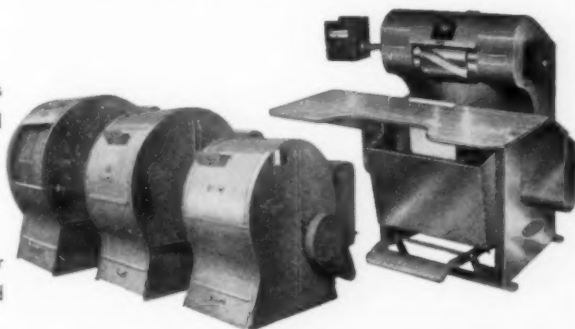
(UNRETOUCHED PHOTO)

FUR CLEANING

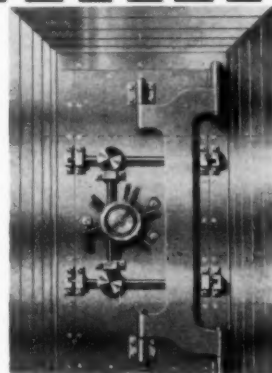
It's the first step in assuring greater volume and profits for all plants. Reliable engineered wood-lined drums and cages provide safe, proper fur cleaning.

FUR GLAZING

Reliable's EL-25 furnishes an all-important beauty factor that adds new lustre to fur garments. Patented, produced only by us.

**FUR & GARMENT STORAGE**

Inch for inch of plant space use, no other service produces a more profitable return. Reliable fur and garment storage vaults can pay for themselves in one season. They assure year round income from fur, cloth garment, rug and box storage . . . and they're guaranteed for absolute protection against moth damage, mildew, high temperatures and stale air.

**"YOU CAN RELY ON RELIABLE"**

See Your Jobber or Write Direct

RELIABLE
RELIABLE MACHINE WORKS, INC.
 231 EAGLE ST., BROOKLYN 22, N. Y.

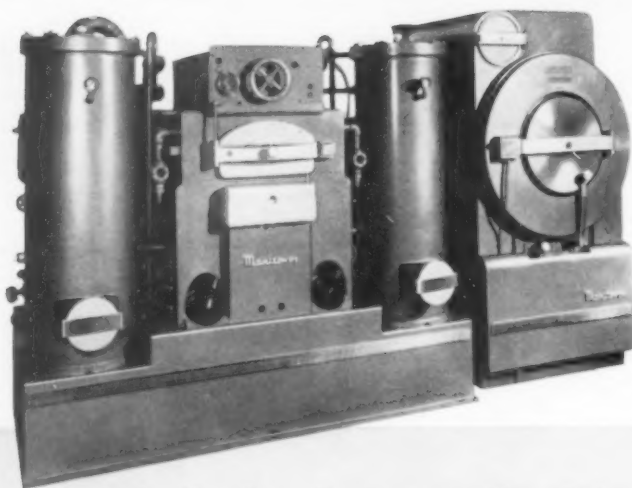
RELIABLE MACHINE WORKS, INC.
 231 Eagle St., Brooklyn 22, N. Y.

 Gentlemen: ☐ Please send me full details on the FUR-FEEL PROCESS.
☐ Please send all information and literature on fur and garment storage and fur cleaning and glazing.

 Name _____
 Address _____
 City _____ Zone _____ State _____
 Jobber's Name _____

Manitowoc...

the true 2-Bath



2-Bath Perchlor

35 lb. and 70 lb.

Large volume cleaning with less spotting and re-runs—Sensational Diverti-Flo positively prevents solvent intermix—Self-priming centrifugal pumps and solvent coolers standard equipment—Super-speed 36" x 30" safety tumbler—Four-way valves give fast back-wash action—Semi or fully automatic operation—Single-bath Perchlor systems also available.

Cut Costs, Improve Quality, with 2-Bath Operation

- **LOWER COST**—Less production and labor expense.
- **INCREASED BUSINESS**—Finest quality cleaning for steady, satisfied customers.
- **LESS SPOTTING—FEWER RE-RUNS**—A steady work flow with less overtime.
- **LESS GARMENT WRINKLING**—And less need for wet cleaning.
- **REDUCE CLAIMS BY ALMOST 40%**—High-quality cleaning job every cycle, every fabric.
- **GREATER SOLVENT "MILEAGE"**—More thorough cleaning saves solvent.
- **2-BATH EQUIPMENT PAYS FOR ITSELF**—Lower operating cost actually pays for your 2-bath system.

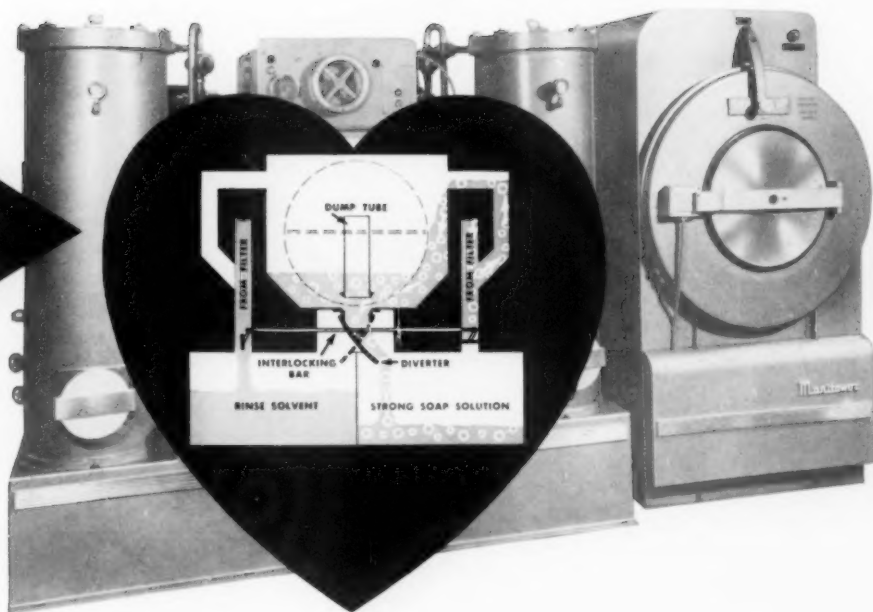
2-Bath Petroleum

35 lb. and 70 lb. (105° F.)

Designed from the tanks up specifically for 2-bath operation—Available for 140° F or 105° F solvents—Exclusive Diverti-Flo assures positive protection from solvent intermix—New, super-speed 36" x 30" safety tumbler included—Semi or fully automatic operation—Selectomatic control on 105° F model—Also made for single-bath use.



System



Diverti-Flo* the Heart of the 2-Bath System

Manitowoc positively prevents intermixing of soap and rinse solvents with the exclusive Diverti-Flo interlocked control — obsoletes any other 2-bath system!

A fool-proof diverter positively seals off the flow of rinse solvent from flow of soap during washing. Flow of soap is then sealed off during rinse cycle. Eliminates solvent leakage frequently occurring with electrically operated valves.

Purity of solvents insures highest quality cleaning. No soapy rinse solvent or weakened soap solvent. You benefit by satisfying customers with the finest quality cleaning available, at higher profits for yourself.

FINEST FEATURES

SIMPLE FILTER CLEANING — Fast, easy back-wash; no mechanical problems with 4-way valve. Muck dryer included with filter — eliminates need for muck cooker.

MANITOWOC-OLSON TUBULAR FILTER (optional) has enormous monel tubular filter area.

HIGH EFFICIENCY TUMBLERS with prime surface copper condensing coils give super-speed service.

FULLY AUTOMATIC OPERATION for Perc and 140° F models — semi-automatic also available. Famous Selectomatic control on 105° F.

TWO-SECTION STORAGE TANK — both sections 90 gal. capacity.

FULL SAFETY PROTECTION — Meets all codes and regulations. Moving parts fully protected, safety brakes, positive seal doors, explosion-proof provision on 105° F.

PLUS MANY OTHER MANITOWOC FEATURES.

* Pat. Pending

Manitowoc Engineering Corp.

Manitowoc
A Complete Line of Synthetic
and Petroleum
DRY CLEANING SYSTEMS



*Perschlor
140° F. 105° F*

512 16th Street, Manitowoc, Wis.

We'd like complete information on:

SYNTHETIC MACHINES

☐ 35 LB. ☐ 70 LB.

PETROLEUM MACHINES

☐ 35 LB. ☐ 70 LB.

☐ TUMBLERS
☐ STILLS

Name.....

Company.....

Street Address.....

City.....Zone.....State.....

Planned Vacation Schedule Aids Morale

Plant personnel select the dates they want from preplanned timetable

By HARRY YEATES

EMPLOYEES SELECT their weeks for vacation from a preplanned schedule at Reed-Benzol, Akron, Ohio. According to the plantowner, Frank Reed, this system has done much to spark morale among all personnel in the offices and production departments.

Each year around the first of June the plantowner posts the vacation schedules on the company bulletin board. One list is prepared for the plant and office personnel, the other for routemen. These charts are broken down by week from July 1 through August 31.

A meeting is held with all employees calling their attention to the schedule. They are asked to enter their preferences on the chart. Mr. Reed believes this is very important to morale in the plant rather than merely placing the schedule on the bulletin board with no comments or briefing from management. And he feels this system is much better than assigning specific weeks for each employee.

Although seniority in each depart-

ment receives preference on the schedule this has not been too important a factor in creating any confusion or hard feelings on the part of fellow-workers. Each year management talks about the importance of spreading the work load out evenly among everyone in the department. It shows the employees that when someone is absent from a department it increases the work load for the remaining people.

After the meeting all personnel have a week or two in which to select the time they would like to be away from the plant. Mr. Reed stresses the fact that only one person should be away at a time from each department in the plant. This one prerogative has, over the years, minimized any confusion that might exist when management places the schedule in the hands of the employees.

The majority of the 35 full-time employees at Reed-Benzol have been with the firm for many years. Everyone with five years service receives a two-week paid vacation and all others receive a one-week vacation

with pay. There are 25 employees who are eligible for a two-week vacation period.

Frank Reed and his brother Tom personally supervise the schedule among all personnel. Employees on a salary basis receive their weekly wages and those paid on an hourly wage scale receive the hourly rate based on a 40-hour week.

Occasionally a conflict might arise among two employees who want to be away from a department at the same time. After every one has selected his or her vacation time the plantowners check the schedule for any duplications. In the majority of cases these problems can be solved by talking it over with the employees and working out a mutual agreement.

Except in individual cases the problem of vacations after the month of August seldom presents itself. Mr. Reed shows his people that during these slow months the work week is only 25 or 30 hours. However, they still receive vacation pay for a 40-hour week. The employees gain more by taking advantage of the slow period in the plant. If they take the vacation in September they are sacrificing a 40-hour vacation paycheck to a 25-hour week during the summer months. Vacation periods are not permitted to accumulate from one year to another in the plant.

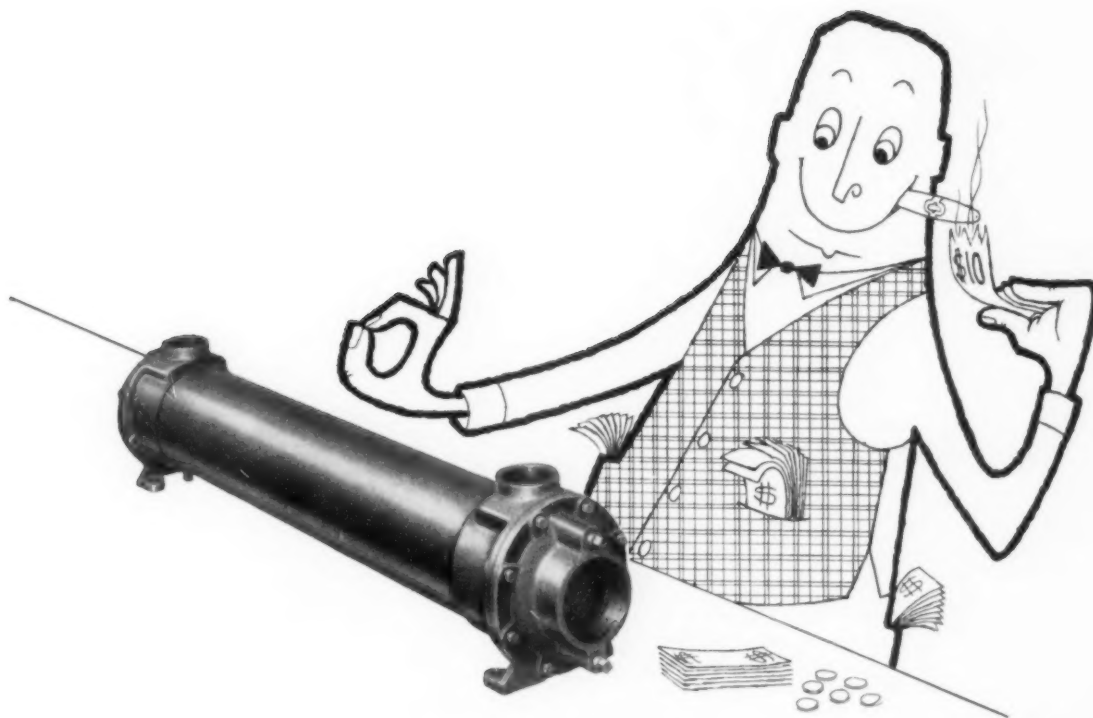
Morale High, Turnover Low

This vacation plan has proved an important factor in keeping turnover low. With above-average wages and a good hourly bonus plan, it has helped create a satisfied and cooperative group of employees.

The Reeds continually stress the fact that their establishment is operated by and for the employees and the customer who patronizes them. Planning schedules with a great deal of personal attention, long before vacation time rolls around, keeps plant morale high and assures each employee that he is an important cog in the wheel. # #



VACATION SCHEDULES are posted on company bulletin board by plantowner Frank Reed. Employees know for sure that summertime will soon be here



YOU'RE SURE TO MAKE MORE MONEY with this low cost Solvent Cooler on the job

In no time at all, a *low cost* Ross Solvent Cooler will prove to be your most profitable investment. By preventing solvent overheating all year 'round, it quickly pays back its cost many times over in numerous ways:

- Top cleaning quality is assured at all times to give you the real key to *more* business. Present customers not only stay "sold" but also "sell" others for you.
- You won't be plagued with color bleeding, difficult spot removal, shrinkage, relaxation, "felting," stubborn wrinkles, breaks, ruined sizing and dressings.
- Solvent temperatures won't get out of hand to drain off your profits with damaged garments, lost working hours, wasteful evaporation, plugged filters and pressure troubles.
- Your workers will not suffer from sickening fumes... and you will have taken a positive step to avoid disastrous fire and explosion.

Rugged, compact and easy-to-hook up, a Ross Solvent Cooler can keep your business "profit-safe." The sooner you install one in your plant, the sooner you'll be money ahead.

Make sure that you get the complete story without delay by mailing the coupon below or calling your equipment distributor.

ROSS HEAT EXCHANGER DIVISION of AMERICAN - Standard

1469 WEST AVENUE • BUFFALO 13, N. Y.
In Canada: Kewanee-Ross of Canada Limited, Toronto 5, Ont.



**SOLVENT
COOLERS**

ROSS HEAT EXCHANGER DIVISION • 1469 West Ave., Buffalo 13, N. Y.
Rush literature and prices on your solvent cooler at no obligation to me.

Name _____ Title _____
Company _____
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OFFICERS of new Tennessee association, left to right, seated: Cliff Taggart, Mac Hansbrough, Jack Corn. Standing: Joe Mogan, Lehman Smith, F. L. Weiland, Neal Ridley

Tennessee Association Formed

ONCE AGAIN the Southern Laundry and Cleaners Association has provided the birthplace of a state association at its annual convention. This time it was the Tennessee Association of Launderers and Cleaners, formed on April 13 at the Andrew Jackson Hotel in Nashville, during the first afternoon of the older group's meeting.

The incentive for such an organization was spurred by the announced intention of Cliff Taggart of Nashville to restrict his future industry activities because of poor health. For nearly a

full generation Cliff has been a one-man standing committee for preservation of the industry's rights and economic health at the state capital.

About 35 Tennesseans assembled for the organization meeting, chaired by Mr. Taggart.

Henry Fisher, marketing counselor for the Southern group, presented a tentative constitution and by-laws, explained their contents, and withdrew from the meeting. The documents were approved unanimously with minor changes. Provision is included

for an association office and staff, but the consensus of the delegates was that these were not needed now.

The state was divided into six districts according to its major marketing areas. Then delegates present at the meeting from each district caucused among themselves for two members of the new board of directors, one to represent the laundries and one for the drycleaners. The following were chosen:

Memphis area: Lehman Smith, cleaning; Henry Frank, laundry.

Jackson area: Mac Hansbrough, cleaning; F. L. Weiland, laundry.

Nashville area: Earl Coleman, cleaning; Joseph Mogan, laundry.

Knoxville area: Swan Smith, cleaning; Neal Ridley, laundry.

Chattanooga area: Gordon Ledbetter, cleaning; Kenneth Way, laundry.

Northeastern area: William Newman, cleaning; Hiram Wall, laundry.

Those members of the new board present at the Nashville meeting then gathered immediately to appoint officers. These are: Mac Hansbrough, president; Hiram Wall, vice-president; Joseph Mogan, secretary-treasurer, and Jack Corn, Nashville, sergeant-at-arms.

The last official act of the group was presentation of a framed testimonial of gratitude to Cliff Taggart for his long-time efforts in behalf of the industry. # #

New York Headlines Management

THE CAPITAL of the Empire State was the site of the forty-sixth annual convention of the New York State Launderers and Cleaners Association last month. More than 150 persons journeyed to Albany to hear Edward T. Dickinson, commissioner of commerce of the State of New York, and Willis A. Pellerin, chairman of the board of Pellerin-Milnor Corporation, head the speakers' panel.

The delegates were also treated to talks by Fred McBrien, of the Holland

Laundry, Philadelphia, who moderated a workshop forum; G. E. Knowlton, Jr., Binghamton Laundry, chairman of the legislation committee, and Victor D. Dalgoutte, who was re-elected director of the American Institute of Laundering, representing New York State.

Perhaps the biggest hit was the two-day Management Conference featuring three topflight National Institute of Drycleaning instructors.

James B. Dalglish, supervisor of

the NID Management Course and industrial psychologist, discussed in four sessions techniques for selecting personnel, developing training programs, reducing supervision costs and maintaining good employee relations.

William J. Nicklaw, NID spotting instructor who masterminded its popular 40-lesson Correspondence Course in Spotting Techniques, explained accounting methods, including uniform expense classification, taxes, standard expense ratios, budgets, break-even points, and profits and loss.

Charles Riggott, industrial engineer at NID, presented ideas on how to increase production and improve plant layout, covering methods analyses, wage incentives and production control systems.

The Management Conference attracted 60 registrants and the presentation of the NID threesome received 100 percent attendance to the 12 sessions in two days. The men opened each talk to a question-and-answer pe-



NEW PRESIDENT is Leo B. Ahern, Ilion (second from left). Other officers include Paul J. Rickett, Ballston Spa (left), vice-president; Miss Ethel Fay, Albany, assistant to the president, and Karl M. F. Wilke, Albany, treasurer

Here's your
TICKET-TO-TOP
Performance

Get More ^{FOR YOUR} Money
- L. A. Young Star-Service
Garment Hangers



CORRECT CURVE
FOR GARMENT
COLLAR AND
SHOULDER

FINE, BAKED-ON
ENAMEL
FINISH

"E-Z GRIP" ADDS
EXTRA COLLAR
CONTROL



NON-CREASING
PAPER STRUT
CAN'T COME
LOOSE

BALANCED HOOK
HOLDS TO ROD
YET LIFTS OFF
EASILY

TIGHT, EVEN
"NO-SNAG"
SHANK

STAR-SERVICE HANGER

DIVISION OF L. A. YOUNG SPRING & WIRE CORPORATION
9200 RUSSELL STREET, DETROIT 11, MICHIGAN
DIVISION IN CANADA: MARSHALL VENTILATED
MATTRESS COMPANY, LEASIDE, ONTARIO



TROUSER GUARDS AND DRAPERY SADDLES ALSO AVAILABLE

riod, and each capably and clearly solved the stated problems of individual persons and plants.

Commissioner Dickinson was not the only person to play up the value of drycleaning in a laundry operation. Many plantowners concurred that extra volume was being received from this additional service.

Mr. Dickinson brought out the point that during a recent eight-year period, 494 cleaning plants were started in New York State and that during a similar period there had been a decline of 110 laundries. He noted, also, that there are an estimated 7,800 cleaning establishments which employ

29,100 workers, as compared to 4,200 laundries with 38,300 employees.

Mr. Pellerin struck an important note when he urged the attendance to give their customers what the customers want, not what the industry thinks they need.

No replacement was chosen for Executive-Secretary Richard V. Whalen; however, Miss Ethel Fay was named to the post of assistant to the president. Mr. Whalen has transferred to the New Jersey Institute of Laundering and Dry Cleaning where he will serve as assistant secretary under Executive Secretary Harold Buckelew.

—Roger Ganem



NEW OFFICERS, left to right: R. R. Willis, Charles C. Calloway, James F. Milholland

Presidents

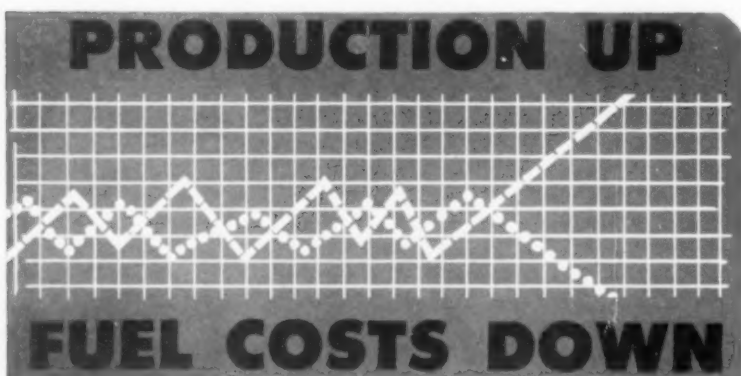
Address Texans

"THE GREATEST YEAR in the history of drycleaning" was predicted by Frank A. Prather of Fort Myers, Florida, president of the National Institute of Drycleaning, in a keynote talk at the forty-ninth annual convention of the Texas Laundry and Dry Cleaning Association. Mr. Prather predicted gains this year of 3.5 percent.

The convention, held at Houston April 11 and 12, was also addressed by the president of the American Institute of Laundering, Denys Slater of Dallas, Texas. Mr. Slater discussed cost-increasing effects of the Federal minimum wage-and-hour laws should they be applied to the industry. As a possible solution to higher costs he suggested more automation, with commercial equipment keeping pace with continuously modernized home laundering equipment.

Other speakers included Victor D. Oakley of Sta-Nu Corporation, who discussed "Management's Responsibility and Sales," Joe Wells, head of the insurance department of the Texas Unemployment Commission, on "Changing Aspects of Unemployment Insurance," and Claude Lucas, who talked about "Production Standards in the Drycleaning Plant." The group was also addressed by John C. Newell, Jr., public relations director for the Folding Paper Box Association, and Kern Tips, well-known Houston sportscaster.

The convention program included a visit to the Rice Hotel Laundry, conducted by Ray Pell, and the presentation of idea awards by O'Banion Williams, Sr., of Houston. Award winners included Frank Shepherd, Jr., Shepherd Laundries, Houston, for the best production ideas; Homer Peebles, Snow White Laundry, Fort Worth, best sales ideas; H. B. Allard, Garland



Armstrongs Do It Again!



Side Inlet, Side Outlet—Perfect For The Majority Of Laundry And Dry Cleaning Equipment.



The Trap With The Built-in Strainer... Saves Time And Money!

... again and again. All over the country—Birmingham, St. Paul, Los Angeles, Boston, Chicago, Tampa, just to mention a few—laundry and dry cleaning plant owners are realizing new steam savings.

Coal consumption down 20%, production up 30% as a result of unit trapping with Armstrongs—Steam laundry, Peabody, Massachusetts.

20% to 25% fuel savings, 20% production increase since trapping with Armstrongs—Dry cleaner, Birmingham, Alabama.

150% increase in production on 6-roll flatwork ironer—Hotel laundry, Tulsa, Oklahoma.

Saved 542 gallons of fuel per month by unit trapping with Armstrongs—Dry cleaner, Milwaukee, Wisconsin.

Are you getting full benefit from the dollars you're spending on fuel? Ask for free Bulletin No. 233 and learn how to obtain the greatest production from your equipment. Write:



ARMSTRONG MACHINE WORKS
850 Maple Street, Three Rivers, Michigan

SATISFACTION GUARANTEED



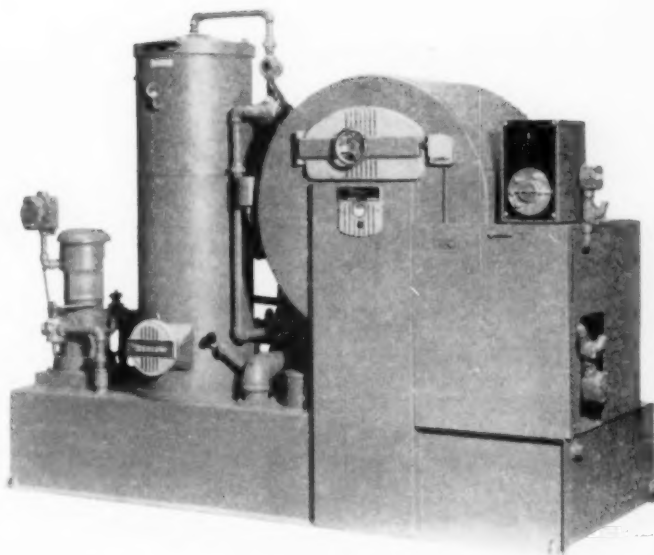
ARMSTRONG STEAM TRAPS

To MODERNIZE or EXPAND your plant... go **mercury numatic***

* Fully automatic . . . air operated valves

PETROLEUM AND PERCHLOR

- Completely automatic; for single or two-bath cleaning.
- 2000 GPH Monel tubular filter with 4-way backwash valve and air-sludge-drying.
- Separate motor driven self-priming centrifugal pump.
- Full 3" Quick Dump Line . . . to handle FASTER solvent flow . . . fewer re-runs, less spotting.
- Easy to install . . . comes completely piped, wired and assembled.
- Increased volume and savings in labor pay for your Mercury.



Two-Bath, 48-lb. (plus) Stoddard Solvent Unit . . . with explosion-proof Automatic Timer and ALL-IN-ONE TANK.

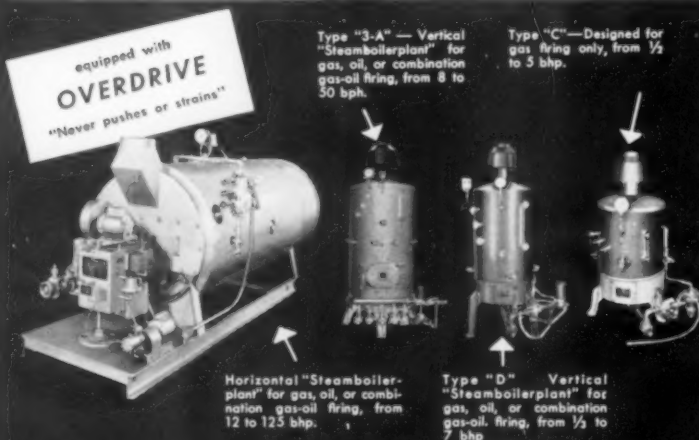
WOULD YOU PREFER TO LEASE?
Mercury units are available on lease. You lease it . . . then own it.

OVER 4000 SUCCESSFUL MERCURY OWNERS

MERCURY CLEANING SYSTEMS, INC.

1817 Benson Avenue, Evanston, Illinois • DAVIS 8-0710

Which one of these Eclipse DRY CLEANER'S BOILERS do you need today?



... to reduce costs and increase your capacity

Over-all cost of operation and capacity for present and future needs are basic considerations in the purchase of a new boiler for a dry cleaning installation. Eclipse performance-proved "Steamboilerplants" provide an ideal way to reduce steam costs, minimize shutdowns, and get reserve capacity for temporary peak loads or system expansion.

OVERDRIVE design means that these Eclipse units will satisfy normal demands at cruising speed and meet peak loads easily without strain or damage to the unit. Large steam storage area and water capacity combine with greater combustion area to produce hotter, drier steam for spotting, drying, and pressing.

28 different vertical models

Eclipse offers the most complete line of small boilers incorporating many automatic features to reduce operating costs. The small tube design of these boilers means faster steam, increased heating efficiency, and also reduced maintenance due to the lower temperature of the tubes at the water level. Sizes range from 1/2 to 75 bhp, 15 to 500 psi.

11 different horizontal models

Where job requirements call for a horizontal boiler, Eclipse offers a line of self-contained, fully automatic Super-Matic "Steamboilerplants" that are completely assembled and ready to produce hot, dry steam quickly. They are designed with 300 per cent more heating surface than most packaged boilers to produce rated horsepower, and meet peak loads easily. Sizes from 12 to 125 bhp, pressures to 350 psi.



CALL YOUR

Eclipse

BOILER SPECIALIST

For help in specifying boilers and designing steam supply systems that meet your needs.

Ask for the OVERDRIVE Story.

ECLIPSE FUEL ENGINEERING CO.

1155 BUCHANAN ST., ROCKFORD, ILL.

Eclipse Fuel Engineering Co. of Canada, Ltd., Toronto, Ontario

Laundry and Cleaning Company, Garland, best safety ideas, and J. E. Horter, City Laundry, Marshall, for the best employer-employee relations ideas. The winners later presented ideas relevant to the fields in which they received the awards.

The social highlight was the final banquet and dance, during which new officers and directors were presented and a \$1,000 mink stole was given as a door prize.

Newly elected officers are Charles C. Callaway, National Laundry Co., Temple, president, succeeding L. M. Gay of Jacksonville; R. R. Willis, Fort Worth, and James F. Milholland, Dallas, vice-presidents. New directors are Orval A. Slater, San Antonio; Robert Shirley, Paris, and Tommy Carlson, Brady. The members reelected directors H. B. Allard, Garland; H. C. Buchanan, Waco; George H. Harvie, El Paso; Gene Kerley, San Angelo, and Travis LaRue, Austin. # #

Nashville Meeting

A MOST SUCCESSFUL meeting of the Southern Laundry and Cleaners Association was held in Nashville, Tennessee, on April 13-14. There was a record attendance of 167, which was only partly attributable to the presence of a large group of Tennesseans intent on forming a new state association.

The first two speakers on Friday afternoon were George Johnson, vice-president of the American Institute of Laundering, and William White, director of education at the National Institute of Drycleaning. Mr. Johnson pointed out that industry members must not "sell cotton short." Reports of fiber volume increases in percentage figures are misleading. In the 35 years since 1920, for instance, the growth of cotton fibers used in the

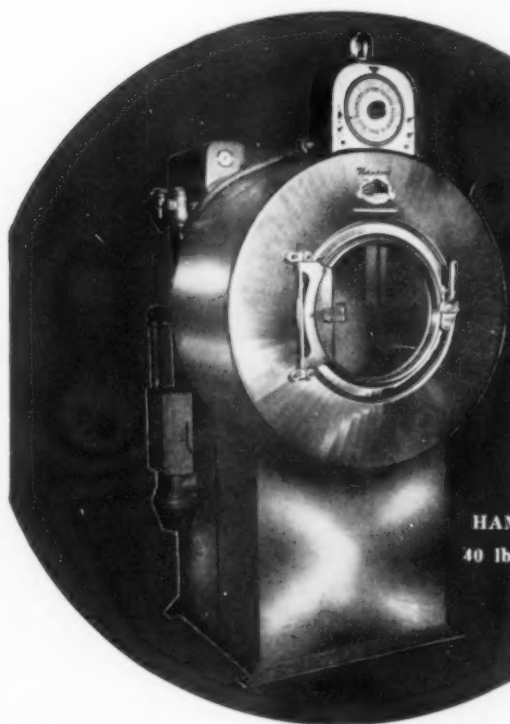


NEW OFFICERS, left to right: Neal Ridley, retiring president; George Hilliard, vice-president; Rayburne Fraser, new president

NATIONAL CLEANER & DYER

a **HAMMOND** *Automatic* **WASHER**

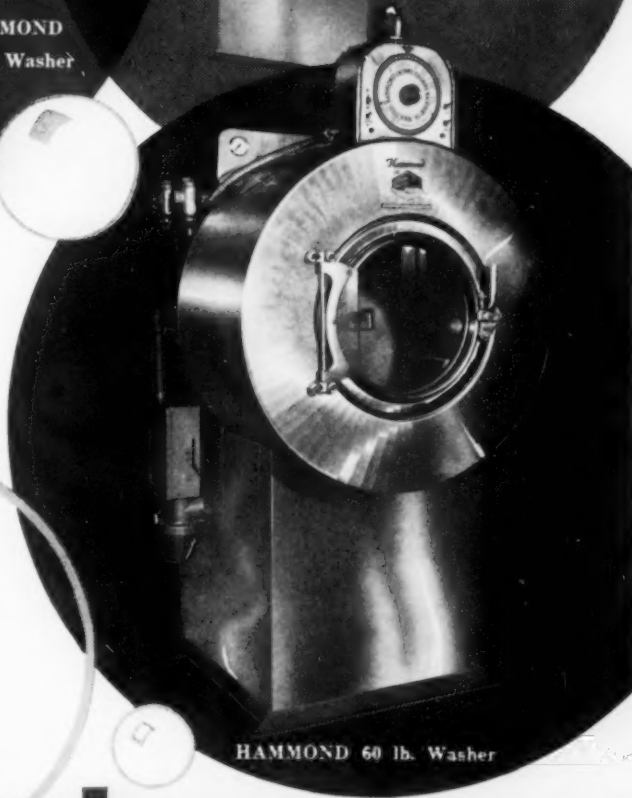
for every purpose



HAMMOND
40 lb. Washer



HAMMOND
25 lb. Washer



HAMMOND 60 lb. Washer

ONE OF THESE HAMMOND
AUTOMATIC WASHERS IS
RIGHT FOR YOU!

... one, especially designed with the perfect speed and capacity to increase your production, and reduce labor costs.

Why? Because all Hammond Automatic Washers are designed and constructed with the features asked for by plant operators all over the country.

Completely automatic, stainless steel construction, famous Hammond patented drive and exclusive precision control system. No other washer will give you such performance at so low a cost as Hammond. Also available in 75 lb. capacity. **Write today for complete information.**

HAMMOND

**LAUNDRY - CLEANING
MACHINERY COMPANY**

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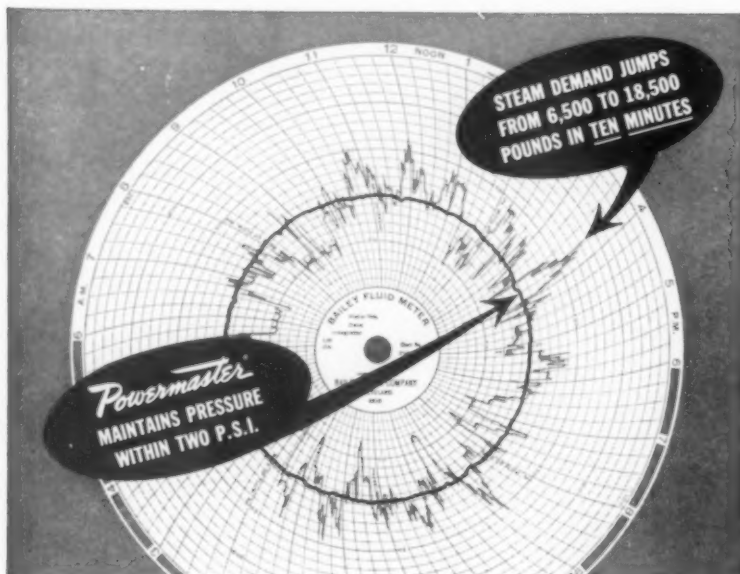
Send all available information about Hammond Automatic Washers

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Powermasters maintain constant pressure against extreme load swings

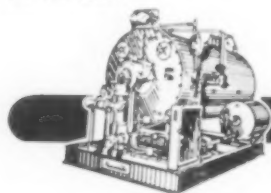
• This chart shows a 24-hour run on an installation of two 300 HP *Powermaster* Packaged Automatic Boilers. The load varied from 3,000 lb/hr to about 19,000 lb/hr. This is typical of the widely varying load swings that are encountered in many operations.

The *Powermaster* carries such loads with practically no variation in steam pressures, and continues to operate with full efficiency.

You get MORE than instant response with *Powermaster*

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| ★ Low-cost, space-saving installation | ★ Clean, quiet operation |
| ★ Fast steaming | ★ Smokeless combustion |
| ★ Fuel economy | ★ One-source responsibility for complete unit |
| ★ Quick fuel change-overs | ★ Nation-wide factory-trained service organization |
| ★ Clean, dry steam | ★ Pay-As-You-SAVE Purchase Plan |
| ★ Automatic operating and safety controls | |

Powermaster's outstanding performance can be yours quickly and easily under Orr & Sembower's new Pay-As-You-SAVE Purchase Plan. Write for full details and a copy of Bulletin 1220.



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PACKAGED AUTOMATIC BOILERS

Sizes to 500 HP; pressures to 250 psi.

ORR & SEMBOWER, INC.

Morgantown Road, Reading, Pa.

United States is almost identical to this country's population growth over the same period, which is 56.3 percent. Inroads of synthetics have been at the expense of silk and wool.

Bill White said the industry is justified in expecting revolutionary developments in both methods and equipment. He referred to methods of solvent reclamation now being tried in Europe both by steaming hot solvent vapors and by passing vapors through a "heat pump." Mr. White also stated that since drycleaning machines have become fully automatic, finishing is now the vital area for improvement research. The NID now has an engineer devoting full time to the problem of simplifying "positioning" of garments, which consumes the most labor in garment finishing.

Saturday morning John Weaver of Wallerstein Co., Inc., quoted NID surveys to show that the leading customer complaint these days is about unremoved spots. Because of the efficacy of the charged system on removal of most stains, these remaining spots prove to be 80 percent albuminous. This makes digesters the most important spotting agent today. Mr. Weaver also pointed out that flimsy fabrics are the sixth most common complaint and described the desirable properties of a good sizing.

A novel feature closing the morning session was the opportunity for each allied tradesman to come up to the front and introduce himself, naming the firm he represents, the territory covered and the products he sells.

Saturday afternoon was devoted to a one-man show, as Victor Oakley of Sta-Nu Company explained how to "teach your personnel to sell" in a thought-provoking two-hour presentation. His basic theme was that personality conflicts among personnel are too often treated as causes when they are actually effects. If the plantowner can make it possible for a man to do his job properly, through good work environment and training, there will be no personality conflicts.

Officers for the coming year are: Rayburne Fraser, Columbus, Mississippi, president; George Hilliard, Mobile, Alabama, vice-president; Henry Fisher, Memphis, Tennessee, secretary-treasurer; Emmet Guderian, New Orleans, sergeant-at-arms. Retiring president is Neal Ridley, Knoxville, Tennessee.

The board of directors consists of Jack Chin, Charles Smith from Alabama; J. W. Howell, J. R. Langley from Arkansas; G. W. Cline, III, Wilton Fremaux from Louisiana; C. H. Fullerton, John Powers from Mississippi, and Vic Irion, James Lowe from Tennessee. # #



Be sure of fine cleaning every time



Control panel with new direct reading relative humidity indicator

Now you can tell at a glance what the humidity is in your washer—and set your humidity control accordingly. You *know* each load is being carried at the proper humidity.



Exclusive Honeywell electronic gold-grid humidity control—reacts immediately to adjust to the slightest humidity variation in your cleaning solvent. You're sure of the right water supply all the time.



Super-accurate Honeywell temperature control—guards the quality of your work. No more cold, inefficient solvents or damaging runaway temperatures. No more danger of excessive fumes, or high temperature shrinkage.

New Honeywell Humidity Control System gives solvent relative humidity at a glance—works with any type of cleaning equipment

YOU GET quality cleaning—load after load—with the new Honeywell humidity and temperature control system working for you. Sensitive, accurate control of your dry cleaning solvent means less spotting, wrinkling and shrinkage . . . brighter colors, fewer breaks . . . less color bleeding and fabric piling.

Only the Honeywell system—made by the world's leader in controls—features the new direct reading relative humidity indicator that tells you the humidity in your washer at that instant. Only Honeywell provides a *complete* system—no additional hardware is required. The system is easily installed, simple to operate and surprisingly low in cost.

This system can be used with one or two bath processes—with any type of equipment—with high or low soap concentrations.

Find out how the Honeywell system can help make repeat customers for you. See your soap or washer manufacturer, call your local Honeywell office, or write Honeywell, Dept. ND-6-87, Minneapolis 8, Minn.

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First in Controls



SPECIAL TOPPING PRESSES increase production of this operation. Note special shape of press head which conforms to lays required on trouser tops



LADIES' WOOL DRESSES should be finished in the silk department. Use of bottom steam and hand trowel on offset press provides simple, effective means of finishing

FABRIC FACTS—PART II *Continued from page 35*

cleaning cycle in petroleum plants and 10 to 15 minutes in synthetic machines. The humidity factor can be increased to 75 percent on such loads. The same precautions used for tumbling soft wools should be noted for hard wools. Put loads in a cooled tumbler, use live steam and cool the loads after deodorization. Temperatures during drying should hold between 140 and 160 degrees.

The Spotter's Delight

Wool garments are a welcome sight for spotters. Wool dresses spot easily and do not present the problems of other fibers. Because of the comparative simplicity of spotting wools, this task is usually assigned to less skilled help, classed as "rough" spotters.

The same spongy characteristics that make wools clean easily contribute to their easy spotting. Similarly, wool tends to resist stains much as it resists being wet out. Most stains are the "built-up" type that require breaking up with a bone spatula or brush, followed by flushing with a steam or spray gun.

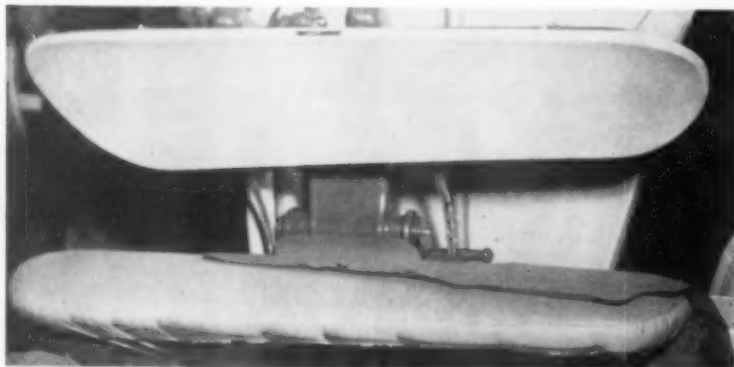
Another advantage: wools do not ring easily after spotting. Many garments can be spotted on the wet side with no feathering out required. They can be sent directly to the finishing department, or at most dried somewhat in a cool tumbler without difficulty.

Dyes used on wools are easily spotted. They are known as acid dyes, and do have a tendency to bleed on the alkaline side. Alkalies such as am-

monia can remove some color, particularly when used with a steam gun. But a good deal of dye can be pulled from most wools without any noticeable loss of color, with the exception of gabardines. Many of these gabardines have top dyes which are more fugitive.

When spotting such materials watch out for rust removers. The hydrofluoric acid can cause a permanent change of color.

With these few exceptions, only another word of caution is needed. Keep



REGULAR UTILITY PRESS is essential in good wool finishing operations. Newest press plates make possible safe finishing of all fibers. Excessive heat can damage wool fabrics as well as the man-made variety



STEAM-AIR finishing works well with wools. It is important to fit garment bag to shape of garment for best results

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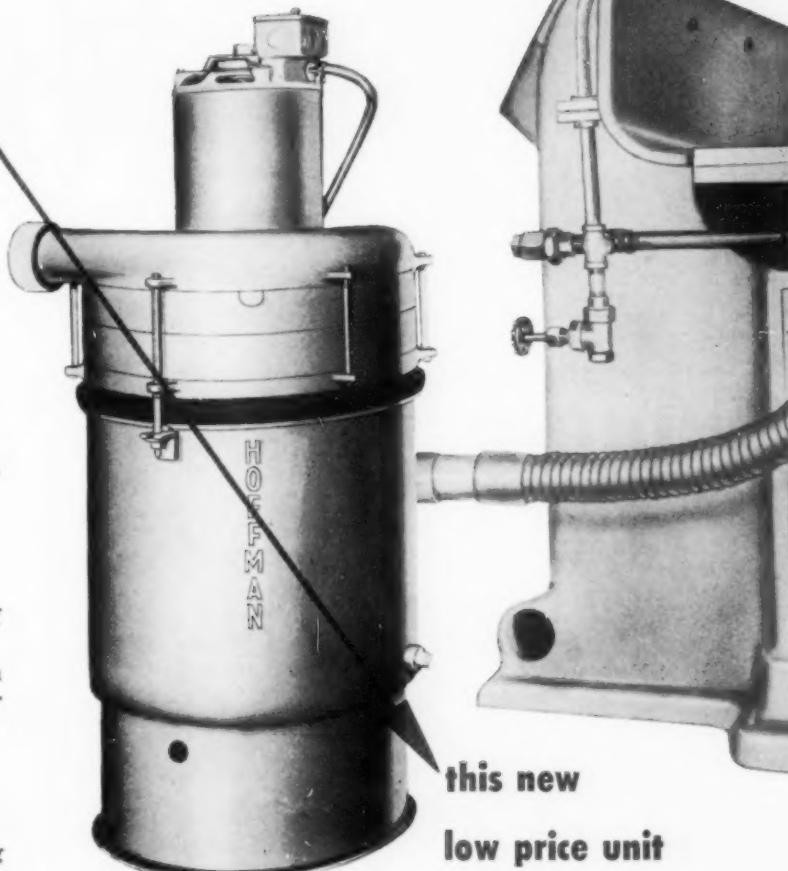
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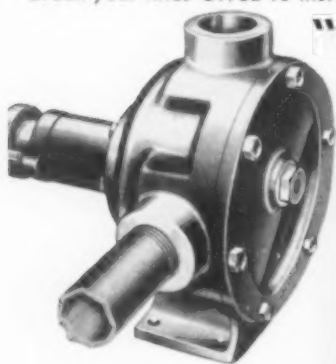
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"VIKING RE-NU-IT" PUMP

(with easy snap-out liner)



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the steam gun a reasonable distance from the fabric (about 3 inches) and keep it moving. This will have the added advantage of avoiding felting or fuzzing the fibers in the spotted area.

Wetcleaning Calls for Care

Wetcleaning of woolens has been cut to an almost irreducible minimum with charged-system cleaning. Some garments with large areas to be digested or completely covered with water-soluble stains might better be wetcleaned to save time. Because the acid dyes have a tendency to bleed in alkalies, any use of soap, ammonia, etc., can cause bleeding. A synthetic detergent and an acid, such as acetic, can be used safely.

Of course, shrinkage is an imminent danger in wetcleaning. Be sure the water temperature doesn't exceed 90° F. Air drying is all right. If a cabinet or tumbler is used, be sure the units are on low temperature. Mechanical action should be held to a minimum.

Mechanical action, moisture and heat are the three items that cause trouble when processing woools—or almost any fabric. It is exceedingly important that proper temperatures be maintained in the solvent as well

as the tumblers. Fortunately, such control devices are available to the industry today. They all help to make the finishing of woools comparatively easy.

Finishing for the New Look

Wools have been with us a long time and present no major finishing problems. Years ago it was felt the customers wanted hard finishes on their woools. Today the soft effect, a like-new appearance, is desired. It is well to review some fundamentals to achieve this softness and drape.

Wools are fabricated in two types—*knits* and *weaves*. Knits are made from one continuous thread made into loops interlocking each other. Garments of this type should never be pressed; that is, with excessive head pressure of the press.

How To Handle Knits

After bottom steam is applied, the operator should use her fingers to reshape the garment. Some finishers, particularly new ones, may prefer to use a camel's-hair brush for this purpose. Each lay should slightly overlap the previous one. The garment should be worked "away" from the finisher, rather than toward her on

each lay. Otherwise portions that hang off the press table can stretch out of shape.

It is important to shrink up the cuffs and waistbands of knitted sweaters and similar garments. They become misshapen from wearing. Operators should be cautioned to use bottom steam, to work with the fingers or brush, and to draw these areas in to their original shape.

Consider Weave and Finish

Woven garments, whether ladies' or men's, require different treatment. Weaves are just that; two or more threads interwoven with each other. As mentioned before, one or more of the threads can be of other material—silk, mohair or synthetics, usually Dacron. They can be of many different designs and with hard or soft finishes.

Hard finishes, such as sharkskin, need a smooth finish. This means added pressure from the press, but not enough to shine the extra thicknesses of fabric at the seams, etc.

Soft-finished woools need no pressure, except at the very edges and then only a trifle. It is good to remember that soft finishes need little pressure; hard finishes, light pressure. Here it is important to consider the various pieces of finishing equipment needed to finish different types of garments.

Trouser Pressing

There are several choices available to process trousers. For the small-volume plant a utility press will serve nicely for both topping and legging. (Even some high-volume plants prefer this method. The operator saves steps, completes the entire garment before sending it to inspection. Once the garment is started, it is never put back on a rack or hanger until finished.)

A substantial number of larger plants prefer the legger press. One lay completes each leg, as opposed to multiple lays on a utility press. Work is faster and it is easier to get perfect creases. These presses are widely used by the trouser manufacturers.

In conjunction with the legger, a topper should be installed. The topper is different from the mushroom press in that it does not narrow down on the left-hand side where the waistband is pressed. The head of the topper is shaped so that most trousers can be topped in four lays.

A mushroom press can be used but more motion is required. Whichever is used, the topping press should be set at right angles to the *wide* end of the legger press. Thus, the operator

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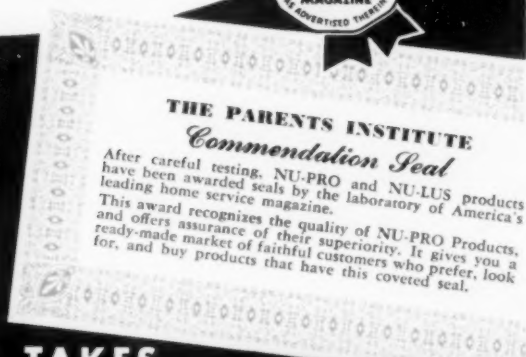
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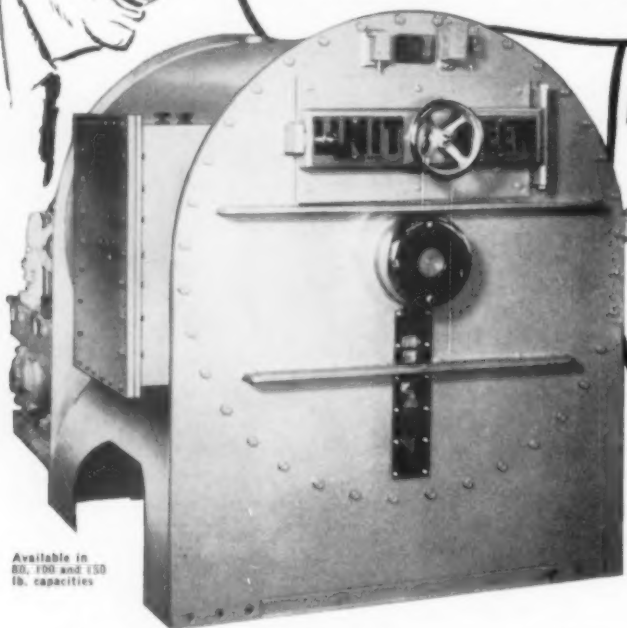
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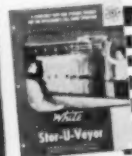
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merely makes a quarter turn and swings the trouser leg over the legger machine. A water spray gun for stubborn wrinkles should be installed in the unit.

Finishing Jackets and Coats

An air form in the coat department adds greatly to faster production and better quality work. This is especially true with the new soft weaves so prevalent today. Another water spray gun will help soften hard wrinkles.

Steam-air finishing techniques have been well explored in the "Manual for Training Wool Finishers." But there is a step often forgotten by operators. *It is most important to make the bag fit the garment before steaming.* This step either makes steam-air finishing effective or actually detrimental.

A steam-air sleeve is a valuable

adjunct to a coat unit. Along with this, a utility press usually completes the coat finishing unit. The steam-air finisher should be placed at the small end of the utility buck to save steps.

Air-operated presses are becoming increasingly popular. Whether you use manual or air-driven presses, be sure the head is set so it will not lock unless the operator applies the locking device.

Coat linings are best finished with a water spray gun and either a dry hand iron or a hot-head press. In those rare cases where a hand iron is needed on the wool itself (not the lining), finishing should be done on the wrong side of the fabric. Watch temperature settings to keep them around 300 degrees. Excessive temperatures can damage other fabrics as well as synthetics.

Fortunately, there are available today press plates that greatly reduce

the danger of glazing and damage on practically every fabric, natural or man-made.

Silk Unit Handles Dresses, Skirts

All wool dresses and skirts should be finished in the silk unit. This probably should be identified as the "ladies' department."

Last month's issue of *The NATIONAL CLEANER & DYER* described the proper equipment for finishing cottons. This outlined the basic machines for any ladies' work and included steam-air finisher, puff irons and light-weight offset press. The puff irons should include a long sleeve, shoulder puffer, egg and mushroom. Preferably these should have fabric-covered or flap heads.

The same equipment can be utilized for the wool garments. The tops can be finished on the puff-iron set. Skirt blocking can be done on the offset. A trowel will give the desired finish after applying bottom steam. The indispensable water spray gun is needed here, too. Steam pressure for all finishing equipment should be between 60 to 75 p.s.i.

Proper equipment and reasonable care in processing will help you get your fair share of the industry's bread-and-butter fabric, wool. # #



The NATIONAL CLEANER & DYER offers its readers a complete training manual for wool finishers. This was compiled by Laura Porterfield and is available at \$1 per copy. Send your orders to 305 E. 45th St., New York 17, N. Y.

N.I.D. NEWS

New Research Director: Dr. Joseph R. Wiebush has been appointed NID director of research. He will assume his new duties July 1, replacing George Fulton, who has been made assistant general manager at the Institute. Mr. Fulton was promoted in April when Norbert J. Berg, presently general manager, tendered his resignation to take effect in March 1957.

Dr. Wiebush has been with the Mead Paper Company, Chillicothe, Ohio, for a year, having joined that organization as research chemist just after receiving a Ph.D. in chemistry at the University of Maryland. He is a native of Lancaster, Pa., and received a bachelor's degree in chemistry at Franklin and Marshall College in 1941. He was later employed by Hercules Powder Company, supervising a laboratory that did technical service work for the pulp and paper industry.

Dr. Wiebush is a Navy veteran and has served as an engineering officer aboard steam and Diesel ships. He was on active duty during both World War II and the Korean conflict.

#

Recent Literature: Previous NID Technical Bulletins have reported on the Institute's study of the removal of water-soluble soil in the charged system, using swatches soiled with salt or various sugars. Bulletin T-350 describes a study of removal of actual spots from garments. These tests were made in Stoddard solvent.

The processing of Orlon-Dynel pile garments is the subject of Fabrics-Fashions bulletins FF-19 and FF-20. Part I, FF-19, describes methods of drycleaning these garments, while Part II, FF-20, reports on processing by the furrier method.

#

Back-Home-Day Plans: Milton H. Ehrenreich has been named general chairman of the NID Alumni Society's twenty-sixth annual Back Home Day activities, August 10 through 12, it was announced by Richard Kelley, the Society's president. Mr. Ehrenreich, a graduate of NID's 57th General Course, is president of the Mid-Atlantic Machinery Company of Bethesda, Md.

Although plans for the weekend activities have not been completely formulated, "the emphasis will be on sales," Mr. Ehrenreich said. The social phases of the weekend will be held at Washington's Shoreham Hotel with an educational session at the Institute headquarters in Silver Spring, Md.

Mr. Ehrenreich has announced the following appointments for chairmanship of the varied activities:

The "Hello Party" on Friday night will be handled by Brooke Farren, Bell Laundry, Bethesda, Md., a graduate of the 60th General Course. Co-chairman Edward Glover, Progressive Cleaners, Arlington, Va., is a graduate of the 86th General Course.

In charge of the Saturday-afternoon session at the Institute is Roger S. Carlsen of Peeler's of Maryland, Inc., Riverdale, Md., a graduate of both NID's 77th General and 13th Management Course.

Chairman of the Sunday session is Roland Carlsen of the Manhattan Company, Washington, D. C., a graduate of the 7th General Course. His co-chairman is NID spotting instructor A. "Dutch" Rothe, a graduate of NID's 27th General Course. Named as chairman of the Hospitality Committee is Ross A. Wright, who will be assisted by his wife, Mr. Wright,

an instructor in finishing at NID, is a graduate of both the 36th General and the 24th Management Course.

#

Landmark in Correspondence Course: Samuel S. Lovejoy of Omaha, Neb., in April became the fiftieth student to complete the correspondence course in spotting techniques offered by the National Institute of Drycleaning. Mr. Lovejoy, a spotter for Empire Cleaners, Omaha, enrolled in the 40-lesson course in January 1955 and completed it 14 months later with an over-all average of 96.8 percent. He joined Empire Cleaners in April 1952 as a route salesman and a year later became office manager. After working in various departments, he was asked in November 1954 to head up the spotting department.

Mr. Lovejoy had this to say about the NID Correspondence Course: "I sincerely feel that your course has been of great help to me and believe it is thorough in every respect. Personally, I feel that I gained as much by the correspondence course as by more formal education because all the while I was working on it, I was getting the practical experience of working with the same problems on garments being processed in our plant."



Management Course Graduates: Shown lined up on the steps in front of the school building in Silver Spring are the 14 graduates of NID's four-week Management Course who completed their session on April 20.

Front row, left to right: Marshall C. Dowlin, Boise, Idaho; Norton M. Rosenberg, Bronx, N. Y.; Robert L. Stanberry, Service Cleaners, Stockton, Calif.; William K. Loosigian, Miller's Cleaners, Haverhill, Mass.; George Shakarjian, Local Cleaners, Philadelphia, Pa., and Walter R. Haskett, Bea-

con Cleaners, San Pedro, California.

Back row, left to right: Raymond A. Rein, former owner of Mayfair Cleaners, Wantagh, N. Y.; John G. Morrison, Morrison's Exclusive Cleaners, New Orleans, La.; Don G. Dempsey, Azalea Park Laundry, Orlando, Fla.; Lourene Kane and W. W. Kane, former owners Port Cleaners, Port Washington, Wis.; Walter J. Dermody, Taunton, Mass.; Wayne E. Schanke, Baraboo, Wis., and C. Elbert Russell, Acme Laundry Drycleaning Co., Phoenix, Ariz.

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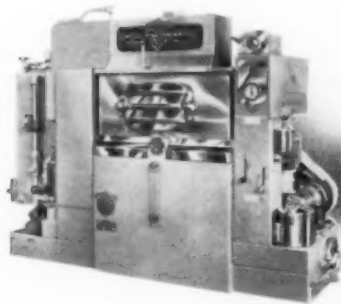
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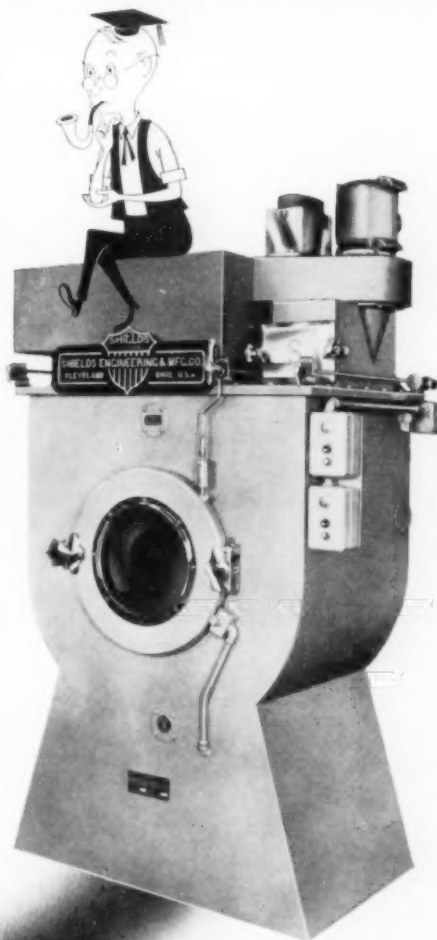
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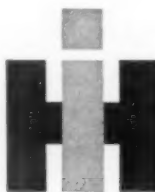


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ASSOCIATION NOTES

Local Elections: At a recent meeting of the newly organized **Tri-County (New York) Dry Cleaners Association**, Louis Mangano of Silver Creek was elected president and Richard Leisner of Gowanda secretary-treasurer.

The recently organized **Monmouth-Ocean County (New Jersey) Wholesale and Retail Dry Cleaners Association** has chosen for its president Joseph Iozia, owner of Professional Cleaners, Toms River.

The Progressive Dry Cleaners Association, recently formed at **Norwalk, Connecticut**, has elected the following board of trustees: John Scianna, president; Jerry Taub, vice-president; Mrs. Mary Ritzo, secretary; Louis Altieri, treasurer, and Anthony Angione, Sylvester Wilson, Norman Lipsitz and Joseph Janci.

Jack Parker has been elected president of the **West End (Ontario-Upland, California) Dry Cleaners Association** to succeed Homer Clark. Other officers elected are Bentley Hatfield, vice-president, and Mrs. Sally Parker, secretary-treasurer.

#

Local Meetings: After a tour of the 3-F Dry Cleaning plant in Rushville, Indiana, members of the **Southeastern (Indiana) Dry Cleaners Association** held a dinner meeting. The principal speaker was Vance Waggoner, a member of the Indiana General Assembly, who spoke on "Right To Work Legislation."

Drycleaning merchandising was the topic of a special meeting of the **Niagara Division of the Dry Cleaners Institute (Ontario)**, held recently at St. Catharines. Route salesmen and store clerks joined members in listening to a tape recording by Victor Oakley of Sta-Nu Corporation, plus a discussion by D. H. Currie.

#

Talk to Cleveland Students: Ben Orlove, representing the Cleveland Cleaners Institute, spoke before June graduating students at South Euclid (Ohio) High School during its recent "Career Week." After an explanation of drycleaning in relation to home-washing methods, Mr. Orlove outlined the requirements for operating a successful drycleaning business and described various job classifications.

New Local Groups: Drycleaners and launderers in the area of **Massachusetts** comprising Fitchburg, Leominster, Shirley, Ayer and Townsend have organized the **United Cleaners and Launderers**. Temporary officers elected were: Russell Munroe, Ayer, president; Napoleon J. Roy, Fitchburg, treasurer; Richard Manooshian, Fitchburg, secretary.

Drycleaners of the **Province of Quebec, Canada**, have organized an association with its headquarters at Montreal. Temporary president is Alcide Hébert, St. Hyacinthe, and the secretary is J. G. Lamontagne. A South Bank section and Laurentian section have already been formed, with other sections now being organized.

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CITY & STATE _____

NEWS

FROM THE ALLIED TRADES

Detrex Announces Expansion

Detrex Corporation, which has its main offices at 14331 Woodrow Wilson Ave., Detroit, Mich., and Hooker Electrochemical Co. have reached basic agreement for the purchase by Detrex of all the outstanding capital stock of Hooker-Detrex, Incorporated. Detrex thus will become the sole owner of the chemical plant at Ashtabula, Ohio, which is the second largest trichlorethylene production unit in the country and a large producer of anhydrous hydrogen chloride. The Tacoma, Wash., plant of Hooker-Detrex will be transferred to Hooker, but it will continue to serve as a chemical supply source for Detrex.

Detrex is now completing expansion plans which will include enlarging its trichlorethylene and hydrogen chloride facilities. Other chemical products are being produced experimentally in its chemical research laboratories which will serve as a basis for further expansion in the near future.

Also, new products will soon be added to the drycleaning line being manufactured in the modern Detrex plant located at Bowling Green, Ky.

Financing for Detrex is being provided through a new issue of \$1,100,000 of preferred stock and a combination bank and insurance company 15-year term loan in the amount of \$3,400,000. Detrex is now a closely held corporation but plans to offer securities to the public within the next 12 to 18 months.

Upon completion of the acquisition of Hooker-Detrex, Incorporated, Detrex will consolidate all its subsidiary companies—to be known as Detrex Chemical Industries, Inc.

Detrex will continue to operate two plants in Ashtabula, Ohio, two plants in Detroit, Mich., and one plant in Bowling Green, Ky., and will maintain its present offices and warehouses in all principal cities of the United States.

The outlook for Detrex, five and ten years from now, is for a continuation of the growth and diversification which has brought its sales from \$500,000 twenty years ago to \$17,000,000 in 1953.

American Promotes Cincinnati, Rochester Personnel



WAYNE WILSON



ROSS L. GERLING

J. M. Garvey, president of The American Laundry Machinery Company, has announced nine promotions affecting key personnel at the company's Cincinnati, Ohio, and Rochester, N. Y., factories and Cincinnati general offices.

At the American offices in Cincinnati, Wayne Wilson, formerly sales promotion manager, has been named assistant general sales manager—promotion. Before joining American, Mr. Wilson was editor of *Starchroom Laundry Journal*.

J. M. Dewey has been appointed general factory manager and also will continue in his position as production engineer. Formerly assistant general factory manager, he succeeds J. J. Dewey, who retired late last year. Serving under Mr. Dewey is V. C. Krueter, Jr., who directly follows his father, V. C. Krueter, Sr., as manager of the company's Rochester factory and foundry. He was most

recently the assistant manager.

Adam Krueter has been moved from his position as director of engineering at the Rochester factory to new assistant manager of the Rochester factory and foundry. Forrest E. Albrecht, former assistant superintendent, replaces A. K. Dean, retired, as new superintendent of the Rochester factory.

J. Raymond Dewey, formerly chief inspector at the Rochester factory, and Earl W. Hamon, formerly general foreman of the factory, are new assistant superintendents there.

Ross L. Gerling, who formerly held the title of assistant to the general sales manager, has been named assistant general sales manager—administration.

I. W. Pettengill, Jr., is now manager of the American Cleaners Equipment Division of the company. He had been serving as acting manager of the division.

Ave., Syracuse, N. Y. Manufacturing facilities, formerly located at Plainville, Conn., consist of the latest modern equipment for the development and production of the Braun Unit Wash and Braun Unit Kleen, combination washer-extractors. Sales and executive offices will also be housed in the new building.

Both G. A. Braun, chairman of the board, and H. J. Werner, president, are well-known throughout the industry.

According to Mr. Braun, consolidation of company divisions will enable the company to better serve plantowners who desire to bring automation into their drycleaning and laundry operations.

G. A. Braun has also established a New York regional office at 451 Seneca Ave., Brooklyn, according to a recent announcement. It is located on the same premises occupied by the firm's distributor for the metropolitan area, J. P. McAvoy Sales and Service Co., Inc.

Jack Kerwin is sales engineer for the new branch. Formerly associated with the Knickerbocker and Seacrest Laundries and the Diamond Alkali Co., Mr. Kerwin will service metropolitan New York and adjacent areas.

Garment Dyers To Meet

The Garment Dyers Guild of America will hold its next clinic and business meeting June 8 and 9 in New York City, according to a recent announcement. The host plant will be the Tru-Color Dye Works, Inc., Long Island City, N. Y.

New Washex Distributor

Washex Machinery Corporation, Brooklyn, N. Y., has announced the appointment of Loomis Bros. Equipment Company of St. Louis, formerly Anna, Ill., as distributor of Washex Combination Washer-Extractors and Washex Tube Filters. Loomis will represent Washex in southern Illinois and eastern Missouri.

According to Charles Loomis, partner, his company now offers complete coverage for an expanded territory with additional salesmen in the field. The company's showroom at

Braun Consolidates at Syracuse, Opens in New York



Because of rapid growth and need for expansion, G. A. Braun, Inc., has consolidated manufacturing, engineering and research divisions in a large new plant at 461 E. Brighton



DEPENDABLE SERVICE is one reason why Ed Geis of Midpark Cleaners prefers DOW-PER solvent.

"RIGHT ON TIME AS USUAL"

Ohio drycleaner lauds dependable distributor service—
efficient, economical cleaning from every drum of DOW-PER®

"The thing we like most about DOW-PER," says Ed Geis, owner of Midpark Cleaners in Parma Heights, Ohio, "is the top-notch service we get from our supplier. We can always depend on him for prompt delivery.

"They tell me the reason we get DOW-PER so fast is that Dow backs up all its distributors from many stock and shipping points throughout the country. All I know is our supplier has never failed to have the DOW-PER here in a jiffy—ever since our first order years ago."

Ed Geis' experience with DOW-PER is a common story.

Drycleaners everywhere depend on DOW-PER—the solvent that is ready when needed. Multiplant production facilities and terminals provide fast delivery by barge, ship and train to all parts of the country. Your distributor and you can be sure of this constant supply of DOW-PER.

Excellent, dependable delivery service is only one of the many benefits Ed enjoys. His carefully kept *cleaning records* prove that he also gains with DOW-PER from the *economy standpoint!* Good reasons why you should contact your local DOW-PER distributor or THE DOW CHEMICAL COMPANY, Midland, Michigan, Dept. S952K-1


you can depend on DOW SOLVENTS



SEND
FOR DYEING
TO

**ALMORE
DYE HOUSE**

4412 WENTWORTH AVE., CHICAGO 9, ILL.
Leon Teichner, President
Continuously in Business since 1919



NOW **NYLON
DACRON***

accepted for dyeing
in the usual manner
for all colors

* Registered Dupont Trademark

ORLON*

for dyeing in
Pastels, Navy,
Fall Brown, Forest Green

the St. Louis location will display equipment for particular plant operations. Extensive experience in the drycleaning and laundry field, Mr. Loomis states, will enable his firm to be of complete service in recommending correct Washex equipment for individual plant operation requirements.

Gross Announces Gold Plate

Gross Star Grid Plate No. 499,999 will be solid aluminum like all the rest. But No. 500,000 will be gleaming golden, appropriately mounted and framed with a commemorating plaque for display in the establishment of the lucky purchaser.

In 1930 Leo Behrstock sold his first Gross Star Grid Plate. Today, some 26 years later, Alfred Behrstock, son of the founder and head of the business, declares that the manufacture of the half-millionth Gross Star Grid Plate is rapidly approaching.

Mr. Behrstock figures it will be some time in August at present sales rate when that fateful order No. 500,000 comes in. A gold plate presentation luncheon will be given to the plant-owner who gets the Gross Star Golden Grid Plate.

Hoffman Names New Distributors in Kentucky and Florida



JOHN W. HOLBROOK



ROGER W. CLERK



DON HOFFMAN

U. S. Hoffman Machinery Corporation recently announced the appointments of two new distributors for the company's drycleaning, laundry and pressing equipment. Hoffman Machinery Distributors of Kentucky, Inc., will serve in that state with headquarters at Morehead, Ky. Atlantic Chemicals, Inc., of Orlando, Fla., located at Michigan Ave. and Railroad, will serve all state counties except those west of Tallahassee.

The new Kentucky company

was formed by John Will Holbrook and James M. Clayton. Mr. Holbrook has spent the past 30 years in the industry and is presently operating a commercial laundry and drycleaning plant in Morehead. Mr. Clayton has, for many years, been an equipment distributor representing leading manufacturers in allied fields.

Roger W. Clerk for the past 12 years has been president of Atlantic Chemicals. He has over 25 years experience in the sales of equipment and sup-

plies to drycleaning and laundry plants in Florida. He was formerly associated with Bis-cayne Chemical Laboratories of Miami for over 15 years. Atlantic's vice-president and general manager is Don Hoffman, who has spent his entire business career in the industry. He operated his own plant in Tampa, served several years as a sales representative for a major soap manufacturer and 15 years as assistant manager of the laundry and drycleaning department of a well-known chemical

manufacturer. He joined Atlantic in February, 1955.

Finlayson Sales Manager Canadian Prosperity Co.



ERNEST W. FINLAYSON

W. R. Morgan, general sales manager of The Prosperity Company, Syracuse, N. Y., has announced the appointment of Ernest W. Finlayson as district sales manager throughout the Dominion for the Canadian Prosperity Co., Ltd. Mr. Finlayson's address, Suite 512, 140 Wellington St., Ottawa, will be the headquarters for the Canadian Prosperity Co.

The appointment is part of Prosperity's expansion carried out during the past year. The company now has offices in Toronto and Montreal and will develop its sales and service in other strategic locations in Canada, according to the announcement.

Mr. Finlayson was formerly managing executive of the Canadian Research Institute of Launderers and Cleaners. He has been associated with the Laundry & Drycleaning Research Laboratory of the Division of Chemistry of the National Research Council. In 1946 he was appointed general manager of CRI, in 1950 left to become vice-president of a textile consulting and testing organization, and returned to CRI a year later.

Mr. Finlayson is a past president of the Institute of Canadian Trade Association Executives, a director of the Better Business Bureau of Ottawa and Hull and a member of the Rotary Club of Ottawa and Hull.

Five Cook Distributors

Executive Vice-President W. L. Barton of Cook Machinery Co., Inc., 4122 Commerce

St., Dallas, Tex., has announced the appointments of five new distributors: M and R Machinery Co., 505 Lynn St., Malden, Mass.; J. M. Webber Co., 419 Ariston, Pittsburgh, Pa.; Stand-

ard Pressing Machine Co., 1107 Ninth St. N. W., Washington D. C.; Bermil Sales & Service, 112 E. 110th St., New York, N. Y., and Lohman Machinery Co., 6017 Maple Ave., Dallas.

Eaton Announces Sales Staff Changes



JOHN W. KNOTTS




JAMES B. McWHINNIE

R. F. McDonald, executive vice-president and general manager of Eaton Chemical and Dyestuff Company, Detroit, has announced the promotion of John W. Knotts to sales supervisor.

Mr. Knotts has had some 20

years experience in cleaning and laundry operations, both in managerial capacities and as an owner. In addition, he has spent a year and a half on the Eaton Chemical sales force as salesman and field technician. He will assist in sales direc-




you'll have few worries about safety

... when you wet clean with ORVUS EXTRA!

With the wide variety of natural and man-made fiber blends which go into today's garments, wet cleaning agents simply *must* be both efficient—and as *safe* as possible.

You'll have few worries about safety when you wet clean with Orvus Extra Granules. This time-tested synthetic detergent contains a unique blend of builders that gives maximum detergency while offering unusual safety to fabrics and colors. Many wet cleaning jobs you've considered touchy ones are just routine for Orvus Extra.

On the scrub table or in the wheel, Orvus Extra does a cleaning job that will please both you and your customers. Your first Orvus Extra order will prove it.



The safe, multi-purpose synthetic detergent.

Procter & Gamble

Bulk Soap Sales Dept.
P. O. Box 599
Cincinnati 1, Ohio



Speedy SOLVINK

- Cuts spotting time
- Cuts finishing costs

Here's the way to make quick work of spotting all fabrics . . . effectively, safely and economically.

Solvink, the special purpose spotting agent, penetrates quickly, then soaks out stains of rust, paint, ink, and blood without a trace.

Solvink is completely harmless to the fabric when used according to the easy directions.

Economical, too. One-half pint set of two solutions only \$2.25. Also available in pint, quart and gallon sizes.

Try a free sample right away, or order a trial from your jobber. For sample, write Dept. M-56, Greenville Chemical Company.

And you can use these companion products profitably, too—

- **TANSOL**—for Tannin Stains
- **GREENZYME**—Digestant
- **IODASE**—for Iodine Stains
- **SIZ-IN**—Hat Size

GREENVILLE CHEMICAL COMPANY • P. O. BOX 1087 • GREENVILLE, S. C.

tion and the introduction of new products in the field.

Mr. McDonald has also announced that James B. McWhinnie has joined the company's sales staff in the Detroit area. Mr. McWhinnie has had experience in direct selling and sales supervision. He served in the U. S. Army three years.

Detrex Names Emmett



JOHN P. EMMETT

A. O. Thalacker, president of the Detrex Corporation, has announced the appointment of John P. Emmett to the Detrex board of directors.

Mr. Emmett joined the corporation in 1941. His assignment in the Detrex operations is as special assistant to the president.

Almore To Dye Synthetics

Leon Teichner, head of Almore Dye House, 4412 S. Wentworth Ave., Chicago, Ill., has announced that his staff is now able to redye some of the new fibers satisfactorily.

For some time the man-made "miracle" fabrics resisted efforts of the dye experts and many sad results were experienced in trying to force new or renewed color into synthetics and combinations. After several years of experimentation and testing of techniques and chemicals, Almore is now producing consistent and dependable results, Mr. Teichner states.

Nylon fleece coats and shorties can now be dyed beautifully in any shade, with pastel tones particularly recommended. Mr. Teichner announces, and Dacron can be handled for dyeing in the usual manner for all colors. Type 42 Orlon articles will be accepted at Almore in the usual manner for dyeing to all pastel shades, navy blue, fall brown and forest green.

Varas Form New Manufacturing Corporation



ARTHUR VARA, JR.



ARTHUR VARA, SR.

A. G. Vara & Son of Ham-burg, N. Y., formed a new corporation April 1, 1956, under the name of A. G. Vara & Son, Incorporated. This new corporation was formed to manufacture drycleaning and laundry specialties and equipment and market them throughout the United States and Canada.

Arthur Vara, Jr., was elected president, and Arthur Vara, Sr., was elected vice-president at the first stockholders' meeting. Arthur Vara, Jr., has 10 years of drycleaning experience and Arthur Vara, Sr., has 34 years

of experience to offer the new corporation.

Hope To Handle Alrolene

R. L. Bernstein, former head of the drycleaning department of Geigy Chemical Corporation and now director of technical sales and service of Hope Chemical Corporation, has announced that through an exclusive arrangement with Geigy, the technical sales and service of Alrolene, Geigy's patented drycleaning detergent, are now handled by Hope Chemical.

The agreement was the result of increased demand for Geigy's products and the need of a laboratory with special fabric maintenance skills. Hope has added the complete drycleaning technical sales and service laboratory to its staff. Hope also plans to extend distribution of Alrolene substantially and a new promotional program is now in progress.

Warco Adds Representatives



MIKE BURKENFIELD

Warco Laboratories, Los Angeles, Calif., has announced the appointment of Michael "Mike" Burkenfield to its growing staff of field representatives to service the textile maintenance industry in the Pacific Southwest area.

"Mike" recently completed schooling at Compton College, and has undergone training in Warco's research laboratory.

Lamson Promotes Petri



WILLIAM PETRI

Lamson Corporation, Syracuse, N. Y., has announced the appointment of William Petri as manager of Dryset sales. Mr. Petri will be in charge of the sales and service of unit (packaged) type and the horizontal Billmyre air-vacuum system.

Mr. Petri was promoted from

the Customer Service Department where he had become thoroughly familiar with the full line of Dryset as well as the dealer-user operations.

Hammond Names Johnson



WAVERLY JOHNSON

Roger N. Conger, president of Hammond Laundry-Cleaning Machinery Co., Waco, Tex., has announced the appointment of Waverly Johnson to the Waco office as assistant sales manager. An Air Force veteran of World War II, Mr. Johnson holds a degree in engineering from Texas A & M.

Kaiser Joins Caled



CURTIS F. KAISER

Caled Products Company, Inc., has announced the appointment of Curtis F. Kaiser as its sales and service representative in northern Illinois and eastern Iowa. Mr. Kaiser has been in the drycleaning business for 27 years. He is a graduate of the National Institute of Drycleaning and has worked as an NID fieldman.

The appointment is part of the expansion program to augment existing service in the Illinois-Iowa-Missouri area. Mr. Kaiser will temporarily make his headquarters at 550 Spruce St., Aurora, Ill.

INCREASE YOUR PRODUCTION

33 $\frac{1}{3}$ %
WITH A ...

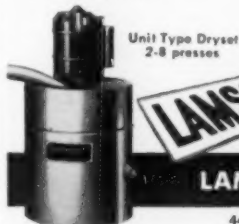
LAMSON BILLMYRE DRYSET

Lamson Billmyre Dryset boosts your production at least by one third. Garments dry faster... you handle more garments per hour.

- **50% Lower Fuel Costs!** Presses need less steam when you have a Billmyre Dryset.
- **Low Maintenance Costs!** Rugged, wear-resistant parts provide trouble-free operation and maintenance.
- **Longer-Lasting Padding!** Dryset keeps press bucks cool, avoids need for replacing buck padding due to dampness and mildew. Cool air reduces wear... lengthens padding life.
- **Lower Operating Costs!** Lamson Billmyre Dryset handles more presses per horsepower rating than any other air vacuum system... gives you more economical production.



Horizontal Type Dryset
8-250 presses



Unit Type Dryset
2-8 presses

For complete details, write today for your free Lamson Billmyre Dryset Bulletin.



LAMSON CORPORATION

4446 Lamson Street, Syracuse, New York

Sales Promotion Tips

... For BERLOU Mothproofing Dealers

Profits Shrinking? Let Berlou Help Start Them Upward

Statistics show that many drycleaners are making less profit, even though their volume of business may be increasing.

If YOU are caught in this profit squeeze, give Berlou Mothproofing service a chance to start your net profit moving upward again.

Here are FOUR suggestions that can help:

- 1—Make sure your Berlou Mothproofing signs are clean and properly displayed at your counter.
- 2—Review your Berlou cooperative advertising file and run a series of ads in your newspaper.
- 3—Make SURE that your counter people suggest Berlou Mothproofing to every customer that leaves garments and other woolsens for cleaning.
- 4—Get your route men to suggest Berlou Mothproofing at every pickup stop. Offer a prize for the driver who makes the best showing.

No other service you can offer in your shop has a better margin of profit than Berlou Mothspray. Profits from Berlou run as high as 200 to 300 percent for many dealers. And Berlou is a repeat sale item with year-round potential. Berlou's Five-Year Guarantee in writing makes Berlou easy to sell. It's no wonder that more professional mothproofers use Berlou than any other product.

THE BERLOU MANUFACTURING COMPANY

435 Monroe Street Marion, Ohio

In Canada: THE BERLOU COMPANY Ltd.,

London, Ontario, Canada

NOTE: If you are not already a Berlou dealer, write for our interesting and informative booklet, "Berlou's Profit Builder Plan"—NOW! It's FREE—and it will show you how to add EXTRA PROFITS to your business every day. Our dealers make as much as \$5,000 to \$10,000 extra net profit each year. Use coupon for convenience.

FILL OUT AND MAIL TODAY

OK! Send a Free copy of "Berlou's Profit Builder Plan" without obligation.

Firm: _____

Address: _____

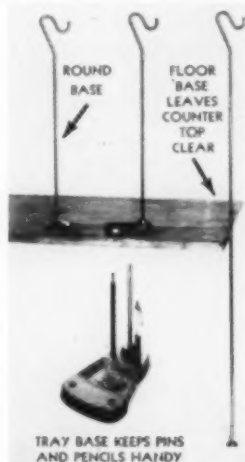
City _____ Zone _____ State _____

Signed _____

NEW PRODUCTS AND LITERATURE

Continued from page 10

Keyes-Davis Counter Racks



The Keyes-Davis Company, 74 14th St., Battle Creek, Mich., has announced the addition of three new products to its line of drycleaning specialties.

Three new counter-rack models are now being made. Customers' clothes are hung on these hooks instead of being draped over the counter and possibly wrinkling while the clerk is making change.

The three models include one for floor mounting and two for counter-top use. One of these has a chromium-plated base while the other is a painted cast-aluminum base with a small pin-tray section and pencil slots.

The three models feature a small machine-set screw for holding the hook in exactly the desired position so that it cannot be turned. This eliminates the problem of stripped threads and remounting bases, according to the company.

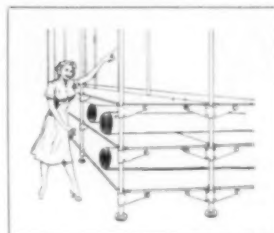
New Washex Catalog

The new Washex two-color catalog features the Syntomat packaged cleaning system for perchlorethylene solvent. The

heart of the system is the open-pocket, open-end Syntomat machine with two built-in tanks and pumps for single- or two-bath operation. Oversized Washex tube filters, "superfast" recovery tumblers and a combination still-muck cooker are the other components.

The catalog describes the advantages of the 65-pound capacity Syntomat. Complete engineering data on the entire system are also given. Free copies may be obtained by requesting Catalog T-158 from the Washex Machinery Corporation, 192 Banker St., Brooklyn, N. Y., or from a local distributor.

Haertel Adjusto Deck



The Walter Haertel Company has introduced the Adjusto-Deck, a new type of shelving that allows the user to store items up to the ceiling, and that can be set at almost any interval and at almost unlimited depths.

The primary advantage claimed for the shelving is construction that allows floor-to-ceiling installation. Component parts that consist of vertical piping and adjustable brackets are easily installed with normal tools, with no pipe threading or bolting. A flange into which a pipe is inserted sets on the floor. A similar flange is set on the top end of the pipe which then adjusts to fit tightly against the ceiling. Although this installation is firm and can be used permanently, the fact that the flanges are not fastened makes it easy to dismantle and move to other locations.

Brackets are attached to the vertical pipes and horizontal pipes are set on the brackets. Plywood shelving is then fastened to the pipes. Shelf depths range from 24 to 96 inches and widths from 48 to 96 inches.

Another advantage cited by Haertel is the fact that the pipe and shelving can be purchased locally, saving freight costs.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Fog Spray Spotting Tank



Riverside Manufacturing Company, St. Louis, Mo., has announced a special fog and spray spotting tank made of stainless steel, with brass fittings, pressure gauge, hose and dripless spray gun, designed for use with the Tergit fog and spotting system. This unit is being offered with a trial offer of Tergit.

The Tergit system, Riverside claims, obtains over 90 percent pass-ups with a one-bath, 1 percent charged system.

Rapistan Garmen-Toter



Rapistan-Keystone has introduced the Garmen-Toter, a new packaged overhead conveyor designed to speed up and simplify order selection and counter delivery. It may be set up in less than one hour by two unskilled shop employees. The unit operates with a flip of the switch moving garments clockwise or counterclockwise.

The flexible design of the Garmen-Toter makes it readily adaptable to either of two methods for storing and delivering "will-call" orders; the wanted orders may be located by invoice numbers, or by numbers of tags provided for this purpose.

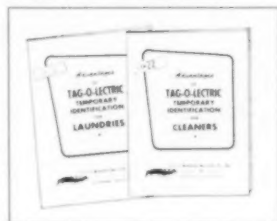
The unit has an all-welded steel base with holes drilled for floor mounting and two set screws to hold the uprights securely in position. These tubular uprights are equipped with bearings at one end into which

steel shafts are placed, the base receiving support and being held firmly in place with set screws. The toggle switch moves the orders in either direction and the desired order need never travel more than one-half the circle. A foot-operated switch is available.

The Garmen-Toter is manufactured in 13 different sizes ranging from 15 feet in over-all length with a 224-hook capacity to the 39-foot length with a 608-hook capacity. Standard finish is pastel gray but the unit may be ordered in light blue or green.

For more information on the new Garmen-Toter, write Rapistan-Keystone Inc., 21750 W. 8 Mile Rd., Detroit, Mich.

Leaflets on Identification



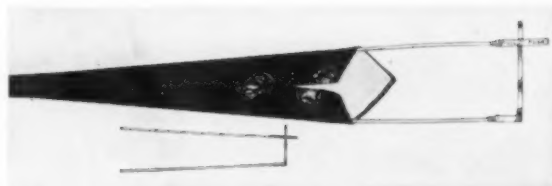
Research on identification methods of the past and a study of current identification methods have been made by Textile Marking Machine Co., Inc., and two leaflets have been published on identification methods and systems for cleaners and laundries. The publisher claims that automation applied to making, marking and attaching tags in one operation and simplification of the coding save time at mark-in and assembly and eliminate the causes of mixups and claims.

For a free copy of these new leaflets on temporary identification write to Textile Marking Machine Co., Inc., 2204 Erie Blvd. E., Syracuse 1, N. Y.

Automatic Trousers Topper

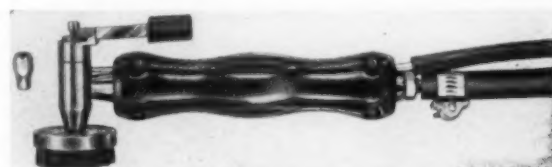
P & H Industries, Inc., Dorchester House, Dallas, Tex., has been granted exclusive license for the manufacture and worldwide sales and distribution of the Topper-Matic, a steam-air finisher for topping trousers.

Nationally known finishing authority Larry Porterfield, vice-president in charge of sales for P & H Industries, advises that the Topper-Matic has been under process of development over a long period of time and is the result of extensive research. In his opinion, "this trouser topper represents the



NEW ALL-IN-ONE TIE FORM

Greatest improvement in tie forms since the tie itself! Now a tie form that fits all ties, even those sewed in the center. Self-locking at any point. Ideal on press or finishing board. **\$4.95**



NEW IMPROVED MOISTURE CONTROL SOAP GUN

Non-breakable handle and improved stainless steel tubing. Comes with interchangeable nozzle and brush, suction hose and check valve. Adaptable to any spotting board. This gun pre-heats chemicals for double cleansing power. Also ideal for sizing and water-proofing. Money back guarantee **\$12.95**

NEW 1956 DELUXE PRESS CLAMP



Flat clamping bar of special heat-treated spring is flexible and conforms snugly to contour of any buck. Non-breakable handle. A better press clamp for better press work **\$5.95**



NU-WEIGH STANDARD SCALE BASKET

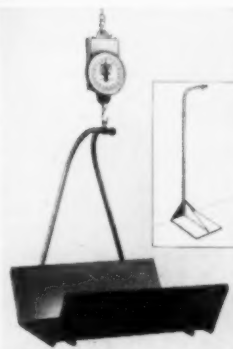
16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **\$69.50**

NU-WEIGH ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs. **\$39.75**

With stand add \$15.00
Scale alone 18.00
Basket alone 22.00

If your jobber cannot supply you write us direct.



NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

These helpful booklets

Can Show YOU HOW To:

- Solve special problems
- Train new help
- Make more money

1. "How to Clean Cotton Rugs"\$.25
instructions for best handling of shag rugs
2. "Manual for Training Silk Finishers" 1.00
top quality finishing on all garments
3. "The Laundry Primer"50
ABC's of washroom operation
4. "Storage for the Drycleaner"50
guide to vault installation, operation
5. "Guide to Plant Layout" 1.00
making the drycleaning plant more efficient
6. "How to Train Finishing and Folding
Operators in the Laundry" 1.00
top quality finishing in the laundry
7. "Manual for Training Wool Finishers" ... 1.00
the complete job on all types of garments
8. "Guide to Construction and Remodel-
ing of Drycleaning Plants" 1.00
ABC's, from planning to landscaping
9. "How to Build a Greater Demand for
Your Professional Laundry Services" 1.00
specifics on bigger business, more profit
10. "Handbook for Route Sales Executives" 6.00
solving problems in route selling
11. "Let's Talk Drycleaning" 2.00
how to sell more drycleaning service

To order, check number and mail coupon.
Special rates on quantities quoted on request.

THE NATIONAL CLEANER & DYER

305 East 45th Street, New York 17, N. Y.

Send books indicated below.

My check for _____ is enclosed.

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Name _____

Firm _____

Street _____

City _____

State _____

how you can CUT COSTS



GUARANTEE

The new 2-IN-ONE is guaranteed to last a minimum of 4 months.

USE THE NEW QUALITEX 2-IN-ONE PAD and COVER

This combination Airfoam rubber pad covered with an Asbestall cover delivers superior pressing at lower cost because...

- 1 The "2-IN-ONE" is guaranteed to last a minimum of 4 months, and will actually last much longer.
- 2 The long life eliminates weekly padding and cover change.
- 3 Because of the Airfoam rubber pad, the "2-IN-ONE" lessens damage to grid plate.
- 4 Because of the long lasting Asbestall cover you can reduce your inventory.

ORDER YOUR "2-IN-ONE" FROM YOUR JOBBER TODAY!

Quality products company

5760 W. Grand Avenue
Chicago 39, Illinois

greatest step toward automation of any finishing machine ever placed on the market."

Two New Ink-O Products

Q and S Lipstick Load + Plus and Pixall are being offered by Ink-O Products Co., 5101 Monte Vista St., Los Angeles 42, Calif.

Q and S Lipstick Load + Plus is said to remove any lip-

stick, tannin, or zinc, copper and metallic stains. It is a dry solvent, safe on all colors and fabrics that will stand ordinary drycleaning, according to the manufacturer.

Pixall is a lint-remover device that is also effective in removing dog or cat hair and dandruff. It may also be used on suede purses and shoes. The Pixall roller is outfitted with a protective plastic cover.

PEOPLE AND PLACES

SOUTH WEST



Jim Meador, owner of Ramona ers, 3166 W. Pico Blvd. and (Calif.) Cleaners, has an- 5265 W. Olympic Blvd., Los nounced the opening of a Angeles, Calif., by Morris Bar- branch on Midland Rd. in kin to Julius Kutner. Poway.

Notice has been filed of the in- tended sale of Valentine Clean-

A grand opening was held re- cently at Browne's Cleaners, 34838 Yucaipa Blvd., Yucaipa,

Calif., by Mr. and Mrs. Henry W. Browne.

Artists Cleaners has been opened at 852 Grant Ave., Novato, Calif. C. C. Downs and Miles W. Ross are the owners.

Douglas Mann, Vogue Cleaners, Greenville, Tex., has announced that Harry Richards has become a partner. Mr. Mann was elected to the board of directors of the North Texas Dry Cleaners Association recently.

Shamrock Cleaners has been opened at 10565 Mills Ave. in the Pomona (Calif.) Valley Center. Michael Gorman is the owner.

Bert Richtig has opened **Wardrobe Cleaners**, 10019 Mills Ave., Whittier, Calif.

Mr. and Mrs. Ivan H. Hampton and their son, Dan, have purchased **McGraw's Cleaners**, Blooming Grove, Tex.

Elwyn T. and Myrtie G. Farrell have given notice that they intend to sell **Al's Cleaners**, 4225 1/2 Eagle Rock Blvd., Los Angeles, Calif., to Mary M. Ferguson.

College Cleaners, Inc., Claremont, Calif., has opened an outlet in the Mountain Ave. Shopping Center, Mountain Ave. and D St., Ontario. Other branches are located in Fontana, Pomona and Chino.

A grand opening was held recently at **Poppy Cleaners**, 2109 N. Lake Ave., Altadena, Calif., by Conrad Green.

Installation of a laundry division was completed recently at **St. Paul Cleaners**, 14 W. Gutierrez St., Santa Barbara,

Calif., as a fifty-second anniversary feature. New cleaning equipment has also been installed, it was announced by Gordon Ablitt, owner.

E. M. and Mildred De Reus have purchased **Novato (Calif.) Wardrobe Cleaners**, 5 Front St., from Mr. and Mrs. George A. Smith.

Notice has been filed of the intended sale of **Audubon Cleaners**, 2706 W. Santa Barbara Ave., Los Angeles, Calif., by Richard H. and Lueda Kalustian to Carmen and Mary Scortino.

Con C. Foster is the new owner of **Master Dry Cleaners**, Pampa, Tex. Former owner was W. T. Brown.

Liberty Cleaners has been opened at 8 W. Washington St., Petaluma, Calif.

Richards Cleaners, 538 Fifth St., San Pedro, Calif., recently held a grand opening at its completely renovated plant. Mr. and Mrs. C. J. Watters and sons Jim and Bob are the owners.

Christian Tailor Shop and **Young Dry Cleaners**, Ennis, Tex., have been merged. The firm, which will be operated from the former Young location at 215 W. Knox, will be known as **Christian and Young**.

Valley of the Moon Cleaners has been opened at 17533 Sonoma Hwy., Feters Hot Springs, Calif., by Mr. and Mrs. Andrew Trotto.

George W. Sullivan, president of **Peerless Cleaners**, has announced the opening of a branch at 3309 Ayers, Corpus Christi, Tex.



A grand opening was held recently at **Akron (N. Y.) Cleaners**, 33 Main St., by C. Walt and Alice Wilson.

Thomas B. Reed and Daniel Figuera have opened **Coronet Cleaners**, 8018 Ventnor Ave., Margate, N. J. Mr. Figuera also owns **Bonded Cleaners** in Pleasantville.

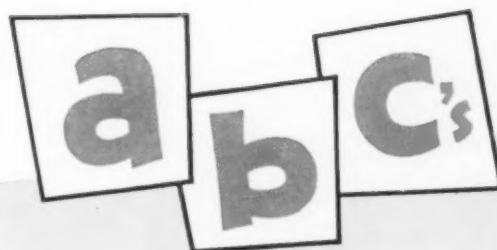
New equipment has been installed in **LeRoy (N. Y.) Dry Cleaners**, 11 Mill St. Mr. and

Mrs. Earle J. Headley are the owners.

Remodeling is under way at **Sanitary Cleaners**, 729 Southard St., Trenton, N. J.

Supreme Cleaners, 2980 Fairfield Ave., Bridgeport, Conn., has been opened by Irving Lipsen.

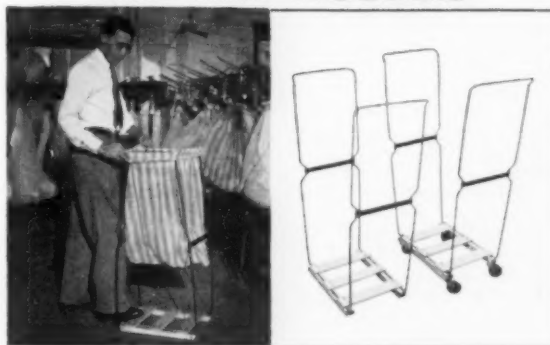
Tri-Cleaners, Inc., New London, Conn., has filed a certificate of incorporation. Incorporated



OF WHY Lane IS BEST

Style 78

LAUNDRY BAG and NET HOLDER



- Bags and nets easily hung fully opened from waist-high spring steel uprights.
- Special knee bar simplifies compression of uprights for hanging or removing bags and nets.
- Smooth uprights will not snag or tear bags and nets.
- Sturdy Lane patented hardwood bottoms hold uprights securely.
- Special crimps keep knee bars in place—add rigidity to uprights.
- Furnished single or in combination units on runners or swivel casters.

STANDARD SIZES

18" long, 12" wide, 36" high. For bags or nets 17" to 22" dia. and up to 40" long.

Send today for illustrated data sheet on **Style 78** and the **Catalog** on the complete **Lane** line of laundry baskets, hampers and trucks.

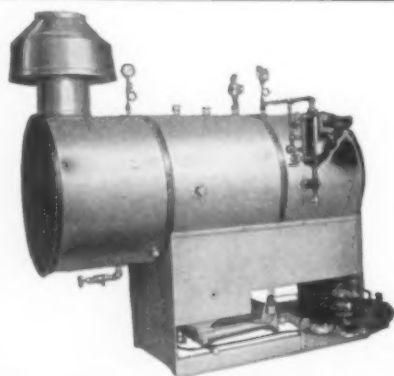
3167

Canvas Basket Craftsmen Since 1894

Lane



W. T. Lane & Bros., Inc., Poughkeepsie, New York



GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

OIL BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

40th Year

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co. Cedar Rapids, Iowa

Dealers & Distributors most everywhere

FOR DRY CLEANING ONLY

"THE Taubman" MARKING PEN
MODEL GR 390

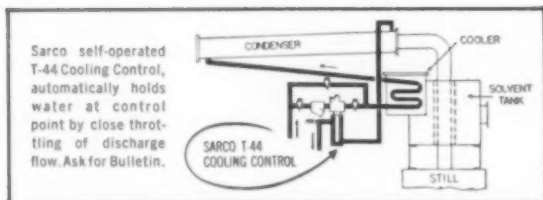
with PERCHLORETHYLENE AND CHARGE SYSTEM
GREEN INK ONLY

This special ink has been developed by us because of the wide-spread use of drycleaning systems using Perchloroethylene and Charge.

The green color has been chosen to avoid confusion with our other products, and this green ink does stand up in wet wash or laundry.

\$4.68 PER DOZEN

SAMUEL TAUBMAN & CO., 176 MADISON AVE., NEW YORK 16, N.Y.



"SAVED 2236 GALS. OF WATER—for every 1000 gals. of solvent distilled!"

... So writes Mr. Russell Safar, Park Cleaning Co., Lyndhurst, N. J., after installing a Sarco T-44 Cooling Control (as shown above) on a recovery still on which a hand valve was previously used to control the supply of cooling water.

"The labor-saving and safety features," continues Mr. Safar, "are

even more important than the water saving. This automatic Cooling Control eliminates the need for frequent checking of the solvent temperature and adjustment of the water valve."

Try a Sarco Cooling Control and see the savings for yourself! Contact your local Sarco agent, or write direct.

2061-F

SARCO COMPANY, INC.

Empire State Bldg., New York 1, N. Y.

rators are Julius Berkowitz, Carl A. Grimes and Louis Snitkin.

Victory Cleaners, New Milford, Conn., has opened a branch in the Brookfield Shopping Center, Route 7.

A certificate has been filed for the conduct of Northumberland Cleaning & Tailoring Co., 5876 Northumberland St., Pittsburgh, Pa., by William A. and Louis Cohen.

Fred Porco has purchased the interests of two stockholders and is now president of Butler (Pa.) Dry Cleaning and Laundry, Inc., 217½ W. Cunningham St.

An extensive remodeling and modernization program has been completed at Capen Careful Cleaners, 3114 Hoffman St., Harrisburg, Pa.

Flint Cleaners and Launderette has been opened at the junction of Route 1 and Dean St., Norwood, Mass.

Construction is under way on Central St. on a new building

for Just Right Cleaners, Inc., 8 Guild St., Norwood, Mass.

Raftis Cleaners, 420 Essex St., Lynn, Mass., has been remodeled. John G. Caracostas is the proprietor.

A drycleaning establishment has been opened on Arnold Ave., Point Pleasant, N. J., by Martin J. Anton.

New owners of Ci-Coria Drive-In Cleaners, 17-01 Broadway, Fair Lawn, N. J., are Lee and Mort Marr.

Bill Galanti has acquired One-Hour Cleaners, 4465 Frankford Ave., Philadelphia, Pa.

Star Cleaners will be housed in a newly constructed building on Main St., Moravia, N. Y., it was announced.

Commodore Cleaners and Dyers has been opened at 232 Broadway, Menands, N. Y.

Bob Rathsmill, an NID graduate, has opened Johnny-on-the-Spot, 2624 Rhawn St., Philadelphia, Pa.

NORTH WEST

Sullivan's Drive-In Cleaners, Sixth and Grant, Sunnyside, Wash., has been purchased by Roscoe Long.

New drycleaning equipment has been installed at Precision Dry Cleaners, Grandview, Wash. Roy Davis is the owner.

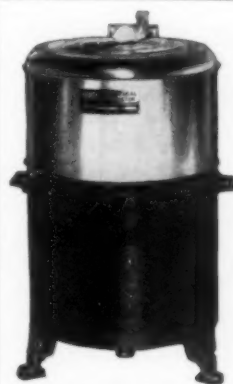
Mr. and Mrs. R. G. Smith are the new owners of Quality Cleaners, 104 S. Water St., Silverton, Ore. The business will

be known as New System Cleaners.

Paramount Cleaners has leased space in a building at Sixth and E. Lewis, Pocatello, Idaho.

An extensive remodeling program has been completed at Jay Cee Cleaners, Rainier, Ore.

Lennox (S. D.) Cleaners has been sold to Robert Spencer by Miles Carnes.



BOCK EXTRACTOR

Insist On A Bock
and
You Will Have The Best
We have made Extractors
Exclusively For 35 Years

Sizes 15" 17" 20"

BOCK LAUNDRY MACHINE CO.

TOLEDO 2, OHIO

SOUTH EAST



New equipment has been installed in Service Cleaners, 1011 Main St., Alexandria, La.

Hurlock (Md.) Dry Cleaners has been opened at Charles and Gay Sts. James E. Hubbard is the owner.

Leon Curenton has purchased Crestview (Fla.) Dry Cleaners from Ray Wilson.

Mr. and Mrs. Wallace McLaughlin are the new owners of Cannon Dry Cleaners, 222 W. Bay Drive, Largo, Fla.

Crawford Fry, owner of Youree Dry Cleaners, Shreveport, La., has purchased Iceland Fur and

Storage Co., 210 Wilkinson St., from Leon Johnson.

New drycleaning equipment has been installed in Pugh's Drive-In Cleaners, Main St., Leesburg, Fla. Hannis Pugh is the owner.

Thomas L. Smith has opened a drive-in in Venice, Fla.

A grand opening was held recently at Dixie Cleaners, 164 W. Ave. A, Belle Glade, Fla.

Mr. and Mrs. Fred Barnewall have purchased Ideal Dry Cleaners, 23 Magnolia St., Cocoa, Fla., from Mr. and Mrs. A. C. Matyas.

NORTH CENTRAL



Majestic Dry Cleaners, Virginia, Minn., has been purchased by Joe Nigro and John B. Matko from Mel Dansinger.

A formal opening was held recently at Monticello (Ind.) Dry Cleaners, 111 W. Broadway. Morris Candlish and Charles Barber are the owners.

Edward A. Miller, president of Spic & Span, Milwaukee, Wis., has announced the opening of a branch, located in the new Packard Plaza Shopping Center, 5656 S. Packard Ave., Cudahy.

A grand opening was held recently at Joy Cleaners and Shirt Launderers, 2110 Central St., Evanston, Ill., by Harold B. Rosenthal.

A modernization and expansion program has been completed at Stroud Cleaners, 2027 Grant St., Portsmouth, Ohio, it was announced by Elden Stroud, owner.

George Trask has purchased Andrus Dry Cleaners, 303 Franklin St., Michigan City, Ind., from Rolland Marbeiter, thus returning to the business he sold six years ago.

SNOW WHITE SNA-PONS

Step up
production

by
Decreasing
HANDLING
TIME



You Can Use Them Again and Again
... Costs You Less in The Long Run!

Insist on the tubular trouser guard that is tough enough to come back to you! Snaps on any standard hanger... and STAYS ON. Clings firmly through customer's home use, comes back with the garment for repeat work. SNA-PON slides on, snaps on and stays on—no slippage, no spoilage in use!

When you buy SNA-PON you know the box is packed with value because:

- SNA-PONS can be used over and over again
- SNA-PONS take less space on the line
- SNA-PONS give more customer satisfaction



SNA-PON is approximately 1 1/2" round, packed 2500 to carton, ship wt. 36 1/2 lbs. Carton 25" x 16 1/2" x 16 1/2"

NOTE: With production at capacity, all orders will be filled in the order received.

Contact your jobber, please



TILLERY CONTAINER CORPORATION

6000 WILSON AVE.

KANSAS CITY 23, MISSOURI

© Sna-Pon Guards, Pat. Nos. 2510043-2510044-Canada Pat. No. 467993 (1950)

DIP-O-MATIC

WATER
REPELLENT
DIP TANK

Finger tip control.
ZIP—it's up and
loading. ZIP—it's down
and agitating. ZIP—
it's up again. With
the DIP-O-MATIC
water repelling
of garments
is profitable
business!



Write for catalog and prices.

Hopkins

EQUIPMENT CO.
HATFIELD, PA.

**WHY PAY
FOR TWO
WHEN ONE
WILL DO?**



**NO LINER
NEEDED WITH**

GROSS STAR

ALL ALUMINUM SINGLE PLATE

- SAFELY presses ALL fabrics
- No Liner Needed
- Won't "Nickel" Mark
- Holds proper heat
- Won't "Shine"
- Costs less — lasts longer

NOT \$30 — NOT \$25
NOT \$20

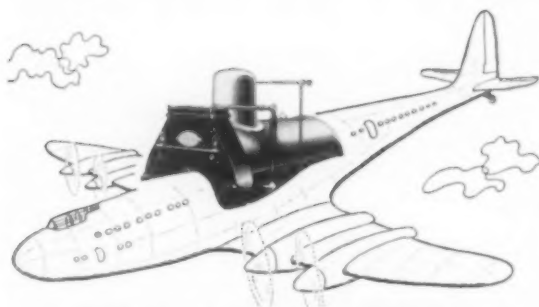
\$16⁸⁵

up to 46"

over 46".....\$21.75
mushroom \$12.50

FROM YOUR JOBBER...LOOK FOR THIS FAMOUS NAME PLATE

GROSS STAR GRID PLATE "for Better Pressing"
MFD BY L. BEHRSTOCK CO. 1708 S. STATE ST.
CHICAGO 16, ILLINOIS TEL. DANUBE 6-6022



A Boiler Is Not An Airplane

.....
An aircraft designer must sometimes sacrifice strength for speed and maneuverability—but boilers are different. In a boiler, you can have maximum strength and top performance, too. When heavy construction means greater reliability, longer life, there's no reason to accept a flimsy, light-weight boiler. Particularly when Leffel boilers give you that extra heavy, extra strong construction at no extra cost.

So before you buy any boiler, compare it pound for pound with a Leffel boiler of the same capacity. But be sure you're comparing actual ability to produce, not just inflated ratings and fancy promises. You'll find that the Leffel boiler will give you more capacity for your money. And because of its far greater weight and strength it will work for you more reliably, for years longer and at much lower maintenance cost.

For the complete story, write today for your free copy of Bulletin 236.



JAMES LEFFEL & COMPANY

DEPT. D

SPRINGFIELD, OHIO

COMBINATION WASHER—EXTRACTOR UNITS

Petroleum or Perchloroethylene Solvents

Manufactured in 30, 50 and 80 lb. sizes

WRITE FOR BROCHURE AND PRICES

STANDARD LAUNDRY & CLEANING MACHINERY CO.

Manufacturers of complete line of synthetic and petroleum machinery

6900 MAPLE AVENUE, DALLAS, TEXAS

A formal opening was held recently at the new drive-in branch of Uptown Cleaners and Laundry, W. Lincoln and S. 83rd St., West Allis, Wis.

Wallace J. Peterson has sold Heights Cleaners, 40th and Central Aves., Columbia Heights, Minn., to Boyd Gnewiko.

John A. Stout has purchased Waynetown (Ind.) Cleaners from Robert Cronkhite. The name of the establishment has been changed to Stout Cleaners.

Bernard Simpson has announced the purchase of Bethel Cleaners, 208 S. E. Second St., Fairfield, Ill.

New drycleaning equipment has been installed in Buckley's Cleaners and Launderers, 306 Clay St., Woodstock, Ill.

R. C. Olson and William D. Driscoll, both NID graduates, are the new owners of Zannacker Cleaners, Inc., 1001 Washington St., Manitowoc, Wis.

Mr. and Mrs. Roy Watkins are the new owners of La Belle Cleaners, 166 E. Wisconsin Ave., Oconomowoc, Wis.

Charles Hannah has purchased Wardrobe Cleaners, 108 N. Main, Fairfield, Iowa, from Mr. and Mrs. Glenn Jacobs.

Moon Cleaners and Laundry, Richland Center, Wis., has been purchased by Dale Chesley and Virgil Hatfield, operators of a cleaning establishment in Reedsburg.

West Lafayette (Ind.) One Hour Martinizing has been opened at 258 E. State St.

Darko and Sons Cleaners will open a branch at 65th and College, Indianapolis, Ind.

Flora (Ind.) Cleaners has been sold to Charles Cassman by Mr. and Mrs. Richard Michael.

Wayne Riechers and Wendell Ohlendorf have purchased Mercury Cleaners, Beecher, Ill., from Don Reising and Rex Peterson.

A new drive-in branch of Fashion Cleaners has been opened at 25995 Gratiot, Roseville, Mich.

DOMINION of CANADA



Spotless Dry Cleaners Ltd. has been opened at 276 Quinpool Rd., Halifax, N. S.

Gallinger's Cleaners has been opened on Third St. W., Cornwall, Ont. Lloyd D. Gallinger is the owner.

Montrose Dry Cleaners, Abbotsford, B. C., has been completely remodeled and several new pieces of equipment have been installed.

Kit Kleaners has been opened at 6195 Yonge St., Willowdale, Ont. Owners are Mrs. Kit Orange and Mrs. H. Freak.

New equipment has been installed in New Vogue Cleaners Ltd., Country Rd. and Carmen Ave., Corner Brook, Nfld.

Steinbach (Man.) Dry Cleaners was destroyed by fire recently. Mr. and Mrs. Emil Senkiw are the owners.

NATIONAL CLEANER & DYER

FOUR STEPS TO GREATER PROFIT

From Storage And Synthetic Cleaning

1. **FUR SHEEN** (a packaged cleaner) for cleaning synthetics in your own tumbler.
2. **BOX STORAGE PLAN**—For increasing drycleaning volume.
3. **BUSINESS BUILDERS**—For promoting storage and cleaning volume.
4. **OPERATING AIDS**—For reduced expense.

SEND FOR FREE KIT

WALTER HAERTEL COMPANY

2840 4th Avenue South, Minneapolis, Minnesota

OBITUARIES

Christian Christoffersen, 93, former owner of Christoffersen Dry Cleaning Company, Perth Amboy, New Jersey, died recently. Among his survivors are six children.

Paul Elisii, 62, owner of a drycleaning establishment in Philadelphia, Pennsylvania, died recently. Surviving are his wife and two sons.

John E. Hollingsworth, president of City Elite Laundry, Denver, Colorado, and American Institute of Laundering Director for District No. 7, died April 23. Mr. Hollingsworth entered the laundry business in 1930 and served as president of the Denver Laundryowners Association and Rocky Mountain Laundry Association. He had served as president of the Optimist Club and Nuggets Club, and as a director of the Denver Chamber of Commerce, Better Business Bureau and Denver Convention and Business Bureau. Mr. Hollingsworth served in the laundry division of the U. S. Army Quartermaster Corps in World War II, and held the rank of captain when discharged.



Lawrence Winans, 55, Eastern sales manager of The American Laundry Machinery Company of Cincinnati, Ohio, died of an accident on April 30 in New York. Mr. Winans was born in Cincinnati, attended the University of Cincinnati, and was a graduate of Cornell. He began his career with American in Cincinnati, went to Washington in 1937 as branch manager, and in 1950 was transferred to New York.

Mr. Winans is survived by his wife, Mary, two sons, Tom and Larry, who are in college, and a brother, Herbert, who is also with American.

Peter J. Petri, 71, operator of Petri's Master Cleaners, North Adams, Massachusetts, died recently. Mr. Petri was a mem-

OVERHEATED SOLVENTS EAT UP YOUR PROFITS!
GET ACCURATE, AUTOMATIC SOLVENT TEMPERATURE CONTROL

with a **Sterlco**® Series R-150-E

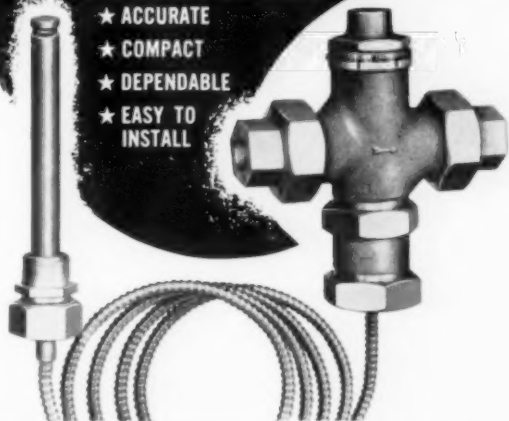
TEMPERATURE CONTROL VALVE ON YOUR SOLVENT COOLING HEAT EXCHANGER

The Sterlco R-150-E is a thermostatically operated, self-contained valve that controls the flow of cooling water through solvent coolers. It keeps the solvent at the correct temperature automatically and saves water by preventing overcooling. See your jobber or write us for the complete solvent temperature control story.

STERLING, INC.

3738 N. Holton St., Milwaukee 12, Wis.

- ★ ACCURATE
- ★ COMPACT
- ★ DEPENDABLE
- ★ EASY TO INSTALL



**CURSES!
FOILED
AGAIN!**

BLURRED OR WASHED OUT
PRINTING MARKINGS
"BLEEDING" COLORS

LOST TAGS mean

lost dollars. Tags made of PERMAFIBER defy the strongest solutions, won't tear, disintegrate or shred during processing; won't break at fastening point; stay with the garment from start to finish. New, non-oily surface takes ink swiftly, holds in indefinitely. Clear markings on flat, uncurled tags save hours of sorting time. NINE BRIGHT, BRILLIANT SHADES (plus NATURAL, of course) provide a most efficient "signal" system without fear of running colors!



Always Specify
MARKING TAGS
MADE OF

Permafiber
THE CONTROL-TESTED TAG STOCK

scientifically formulated to stand up under all Laundering and Cleaning conditions... dry or wet; to stay flat, flexible, unblurred and color-fast despite the strongest chemicals or solvents.

The only marking tag stock continuously tested for Durability and Color-fastness by the American Institute of Laundering.



IN NATURAL and
NINE DISTINCTIVE
COLORS

YOUR SUPPLY JOBBER CAN FURNISH MARKING TAGS

MADE OF PERMAFIBER
Permafiber Corporation

450 SEVENTH AVENUE • NEW YORK 1, N. Y.

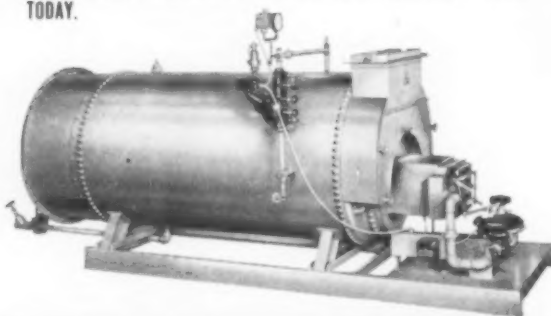


Scotch Marine Boilers

WITH GAS BURNER AND AUTOMATIC CONTROLS

A fully proportioned Scotch Marine Boiler with large furnace volume, ample combustion space and simple but complete ON-OFF control set up, factory wired and piped for automatic operation.

FOR FURTHER INFORMATION CONTACT YOUR EQUIPMENT JOBBER TODAY.



LOOKOUT BOILER & MFG. CO.
CHATTANOOGA 1, TENN.

MANUFACTURERS OF
VERTICAL TUBULAR, VERTICAL TUBELESS, AND
SCOTCH MARINE BOILERS FOR OIL, GAS, AND COAL.

Available to you now.

TWO NEW MONEY-MAKING VOLUMES

by FRED DEARMOND

1. "Handbook for Route Sales Executives"

18 chapters of solutions to problems in directing a route selling force.....\$6.00 each

2. "Let's Talk Dry Cleaning"

tested methods for selling more drycleaning service. Good training tips for routemen, clerks, phone operators, others.....\$2.00 each

NATIONAL CLEANER & DYER

N-6

305 East 45th Street, New York 17, N. Y.

Send the book (s) I've checked

1

2

My remittance for _____ is enclosed.

Name _____

Firm _____

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Special rates for quantities quoted on request.

Model CBBY
CABINET BOSOM
BODY YOKE PRESS
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COLLAR AND
CUFF PRESS

Model CCW
SUPERMATIC
SHIRT UNIT

Write, wire
or phone for
complete
information.

Each of these
models can be
added individu-
ally or as
a unit.

Conversion
diagrams
sent free
on request.

SIMPLE LAYS ON

PRODUCE THE PERFECT SHIRT

WESTERN LAUNDRY PRESS CO. - SALT LAKE CITY, UTAH
Manufacturers of AJAX Laundry Presses Since 1929

ber of the North Adams City Council, Board of Health, Knights of Columbus, and a trustee of the Elks. He is survived by his wife, a daughter and two sons.

Max H. Slavin, 55, operator of Sparkle Cleaners, Winnipeg, Manitoba, Canada, died recently. Mr. Slavin is survived by his wife and son.

Harry Russell Wells, 71, owner of Wells Dry Cleaners, Point Pleasant, West Virginia, died recently. Mr. Wells was active in Masonic circles. He is survived by his wife, a son, four step-daughters and one step-son.

Kenneth A. Gordon, 55, former operator of Gordon Shoe Repair & Dry Cleaners, Louisville, Kentucky, died recently. He was a member of the Moose Lodge. Surviving is his wife.

MEETINGS SCHEDULED

June 6 and 7—Georgia Launderers and Cleaners Association, Annual Convention, Biltmore Hotel, Atlanta.

June 14, 15 and 16—Eastern Canadian Laundry and Dry-cleaners' Association, Annual Convention, Dela Wana Inn, Honey Harbour, Ontario, Canada.

June 15, 16 and 17—California Drycleaners Association, Inc., Annual Convention, LaFayette Hotel, Long Beach.

June 15, 16 and 17—Florida Institute of Laundering and Cleaning, Annual Convention, Fort Harrison Hotel, Clearwater.

August 10, 11 and 12—National Institute of Drycleaning Alumni Society, Back Home Day, Shoreham Hotel, Washington, D. C.

August 16, 17 and 18—Pennsylvania Association of Dyers and Cleaners, Annual Convention, Lawrence Hotel, Erie.

August 19, 20 and 21—Virginia Association of Launderers and Cleaners, Inc., Annual Convention, Hotel John Marshall, Richmond.

NATIONAL CLEANER & DYER

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 92nd STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3991. 4648-2

DRYCLEANING AND LAUNDRY PLANT IN DEEP SOUTH. Population over 750,000. 5 activated branches using 25 lb. washers. Volume exceeds \$300,000 annually. \$50,000 down. Balance 10 years. 21 years in business. Very profitable. ADDRESS, Box 7505, NATIONAL CLEANER & DYER. -2

Modern Drive-In Solvent Plant at Canton, Ohio. Gross over \$43,000.00 per year. For sale with or without Real Estate. ADDRESS, Box 7399, NATIONAL CLEANER & DYER. -2

Established synthetic drive-in plant grossing \$47,000 a year in a Mid-western capital city. Drycleaning building of approximately 3,500 square feet. Much new equipment, all in good condition. Excellent growth possibility. ADDRESS, Box 7703, NATIONAL CLEANER & DYER. -2

Quality solvent plant. Sanitons licensee. Grossing over \$250,000 yearly. In growing Southwest city at highest prices. Has both stores and routes. Plant practically new. Complete modern shirt laundry. Air presses, large refrigerated vault. A show plant, has everything but no union. Price \$165,000, \$50,000 cash. Will give long lease and option to purchase building. Selling due to ill health. ADDRESS, Box 7694, NATIONAL CLEANER & DYER. -2

DRYCLEANING PLANT. Both gas and synthetic. Shirt laundry. 8,500-coat fur storage, mothproofing, etc. Mostly over counter; building drive-in type. Clears over \$30,000 year. Same owner 35 years. City of 65,000, northeast Ohio. A. KORYTA, INC., 253 The Arcade, Cleveland, Ohio. 7700-2

WASHINGTON, D. C. 1955 volume was \$101,650.25 net. Profit was \$21,807.21. \$34,000 counter, balance 3 trucks. Prosperity cleaning equipment. Business and equipment \$59,000. \$15,000 down. ADDRESS, Box 7601, NATIONAL CLEANER & DYER. -2

Small petroleum plant, well established and well equipped, in central Wisconsin. ADDRESS, Box 7692, NATIONAL CLEANER & DYER. -2

CLEANING STORE AND ROUTE—Western Pennsylvania. Ideal location. \$30,000 yearly gross. Truck, presses, finishing equipment, fixtures, also property. Send cleaning out. Large potential if desired. ADDRESS, Box 7630, NATIONAL CLEANER & DYER. -2

SOUTHERN WISCONSIN—established solvent plant can be purchased with or without real estate. Correspondence confidential. References exchanged. ADDRESS, Box 7468, NATIONAL CLEANER & DYER. -2

Synthetic plant in a suburb of Philadelphia, Pa. Cash and carry. No branches. Owner retiring after 33 years successful catering to discriminating clientele at \$2.00 per garment minimum. \$30,000 yearly, \$10,000 net profit. Volume can be greatly increased with present equipment. Prospective buyer must have bank references, \$10,000 down, balance on terms. ADDRESS, Box 7707, NATIONAL CLEANER & DYER. -2

FOR SALE—SOLVENT PLANT, FOUR CALL OFFICES WITH OFF-THE-STREET PARKING AND WHOLESALE BUSINESS. VOLUME \$140,000 PER YEAR. LOCATED IN A RAPIDLY GROWING AREA NEAR LOS ANGELES. ADDRESS, Box 7599, NATIONAL CLEANER & DYER. -2

Drycleaner, established eight years, grossing \$35,000 annually. Located in top Colorado town, good prices with high net profit. Definitely priced to sell. Information and free pictures mailed, no obligation whatsoever on your part. C-5727 Continental, 804 Grand, Kansas City, Missouri. 7643-2

Drycleaners. Well-established over 20 years. Excellent potentials. Fast-growing city. Priced to sell. Retiring. 8 East Second Street, Ocala, Florida. 7648-2

Sale or lease—Established drycleaning and laundry plant with real estate. Ideal for family. Grossed \$50,000 in 1955. Located in eastern Pennsylvania. ADDRESS, Box 7641, NATIONAL CLEANER & DYER. -2

SOUTHERN WISCONSIN—Well-established and equipped solvent plant, washer-extractor charge system. Over \$50,000 gross. Five buildings with long lease. Must be seen to be appreciated. \$15,000 cash required. ADDRESS, Box 7727, NATIONAL CLEANER & DYER. -2

Beautiful solvent drycleaning plant. Equipment practically new. All cash-and-carry at \$1 prices. Can stand rigid investigation. Established 30 years. Doing \$40,000 a year gross, net \$15,000 for yourself. Will sell entire business, goodwill and real estate for \$50,000, \$10,000 cash, balance \$5,000 a year, no interest. Contact LEO R. ARLEN (Prop.) TIP TOP CLEANERS, 580 St. James Ave., Springfield, Mass. 7728-2

MODERN PETROLEUM DRYCLEANING PLANT IN METROPOLITAN NEW JERSEY. NEW GROSS MACHINERY, HOFFMAN PRESSING MACHINERY. STORAGE VAULT. STORE AND ROUTE. EXCELLENT LOCATION. ESTABLISHED 30 YEARS. ADDRESS, Box 7718, NATIONAL CLEANER & DYER. -2

DENVER drycleaning plant for sale. 45 years in same location. Good reputation. Will take a business, acceptable offer. My health and age compel me to sell. Gross over \$90,000 in 1955. Will accept a reasonable down payment with balance like rent. An opportunity of a lifetime. A real buy. IMPERIAL DYERS & CLEANERS, 236 Broadway, Denver 3, Colorado. 7724-2

Marquette, Michigan—City's most successful cleaning establishment. Priced to sell. Located in prosperous growing community near new air base soon to be occupied. Present volume \$50,000. National Institute-engineered, for \$100,000. Cash-and-carry prices \$1.60 and \$1.65. No cut rate in area. Plant building with apartment valued at \$18,500. Modern equipment at \$22,500, cash sale price \$36,500. ADDRESS, Box 7721, NATIONAL CLEANER & DYER. -2

Long-established, modern-equipped cleaning plant for lease or sale on property that is good location. Room for expansion beyond investment facilities of present occupants. A good situation if you desire to locate in California. ADDRESS, Box 7712, NATIONAL CLEANER & DYER. -2

Drycleaning plant—fully equipped, modern Martinizing plant in the heart of Clarendon, Va. 90 x 18. \$10,000 cash, balance on terms. Owner ill. Phone—JACKSON 7-8929, Write—1 Hour, Dura-cleaner, 1200 N. Hartford St., Arlington, Va. 7715-2

DRY CLEANING PLANT—Equipped with the latest type machinery (petroleum), modern plant, good layout, has fur storage vault, one truck and one store in shopping center. Sales average \$100,000 per year, five-year record. Capacity for greater volume. Buildings leased. Located in a progressive city within 50 miles of Evansville. Sacrifice price: \$69,500. Reasonable terms to qualified buyers. STAN HEUGEL, REALTOR, 11 S. E. Third St. Phone MA 3-3165, Evansville, Indiana. 7730-2

Retail plant, cleaning, doing \$18,000 annually, located in New Jersey's fast-growing Bergen County. In shopping center area, next to large super market. Equipment consists Dextrax Coronet perc. washer, tumbler dryer, solvent recovery unit, Excelsior puffers, Cissell spotting table, steam iron. Also 2 Goldman Easy Press machines. National cash register, 31-15 Singer sewing machine, 10 H.P. upright Columbia boiler. Illness forces sacrifice. Price \$22,500, \$15,000 cash, balance in notes—2 years. ADDRESS, Box 7731, NATIONAL CLEANER & DYER. -2

SYNTHETIC CLEANING PLANT, HIGHLAND PARK DISTRICT OF LOS ANGELES, CALIFORNIA. A WONDERFUL OPPORTUNITY FOR A COUPLE WHO KNOW THE CLEANING BUSINESS. PRICES \$1.30 FOR SUIT OR PLAIN DRESS. NO PICK-UP OR DELIVERY. ALL CASH-&-CARRY. DOING OVER \$40,000 PER YEAR, OWNER WANTS TO RETIRE. ROXIE CLEANERS, 6905 NORTH FIGUEROA STREET, LOS ANGELES 42, CALIFORNIA. 7732-2

CLEANING PLANTS FOR SALE (Cont'd)

Denver, Colorado. Booming suburb. Old established drycleaning plant and equipment. \$15,000. Gross \$20,000. Good lease or sell real estate. Sacrifice for health reasons. Terms. Bevier, 2751 So. Grant, Englewood, Colorado. 7734-2

Will sell my most modern drycleaning plant equipped with shirt finishing unit, fur repairing. Fur and woolen storage vault. Four drive-in stores, five paying routes. This plant has 25 year reputation for quality work only, at top prices. Volume in excess of \$200,000, equipped to do \$275,000. Plant and office air conditioned. Finest of personnel. Main plant 80' x 140' with drive in. Coal and oil boilers automatic. My reason for selling: being owner of several other business concerns, I find myself in too high of an income bracket. Merely selling to take a tax gain and reduce personal responsibilities. Plant located in central Indiana in large city. Will only deal with responsible persons or brokers. ADDRESS, Box 7735, NATIONAL CLEANER & DYER. -2

Old, established drycleaning plant in Connecticut. Two stores, three routes, storage vault. Good reason for selling. Volume over \$100,000. Excellent for two partners. ADDRESS, Box 7710, NATIONAL CLEANER & DYER. -2

CLEANING PLANTS WANTED

Combination drycleaning and laundry plant. Volume in excess of \$300,000 annually, equipment good and business well-established. Good possibilities for extended growth. ADDRESS, Box 7701, NATIONAL CLEANER & DYER. -1

Modern drive-in plant in northwest Texas county seat. Good equipment—gross \$18,000 yearly. Priced for quick sale—\$10,500. ADDRESS, Box 7722, NATIONAL CLEANER & DYER. -1

Buffalo, N. Y.—complete modern synthetic drycleaning plant centrally located, doing good business, all cash-and-carry. Owner retiring. Price \$25,500. ADDRESS, Box 7708, NATIONAL CLEANER & DYER. -1

HELP WANTED

Drycleaning superintendent for modern plant, central New York, with working knowledge of all phases of drycleaning. Excellent opportunity with salary commensurate with ability. Laundry experience helpful but not essential. Opportunity to buy interest for man of proven ability. Write experience, marital status. ADDRESS, Box 7646, NATIONAL CLEANER & DYER. -7

WORKING FOREMAN MANAGER—for modern petroleum plant in central Illinois. Must have ability to organize, train and supervise help. Only quality-minded individual need apply. Write stating all qualifications and salary expected. ADDRESS, Box 7573, NATIONAL CLEANER & DYER. -7

WORKING PLANT MANAGER for modern petroleum plant in west central Illinois. Must have ability to organize, train and supervise help. Quality-minded man only. 30 to 40 years of age. 25 employees. Must know how to operate all machines. \$100 week. Claude R. Davis, Larsons Cleaners, Jacksonville, Illinois. 7688-7

Managers, working foremen—earn \$5,200 per year plus 10% of the profit before taxes, and if you are really good, you can become a supervisor at a lot higher income for chain of synthetic dry cleaning and shirt laundry, drive-ins, and shopping plaza shops. Must be able to take full charge of operations including the hiring and training of help. New plants all over Ohio, Pennsylvania and Indiana. If interested, send photograph, state age, and give full resume of yourself. Replies will be kept in strict confidence. 8A Prosperity units will be used. LA FRANCE DRY CLEANERS, INC., 44 South Fruit Street, Youngstown, Ohio. 7658-7

Laundry and Drycleaning superintendent, with proven ability. A-1 reference required. MASTER LAUNDERERS AND CLEANERS INC., 1646 Hoffner St., Cincinnati 23, Ohio. 7706-7

MANAGER WANTED—For modern drive-in synthetic plant in suburban Detroit. Must be capable of taking full charge, including hiring and training help. Opportunity for right man to buy interest in this and future plants in chain. Send photograph and resume of experience. Advise salary requirement. Will arrange interview with right man. ADDRESS, Box 7711, NATIONAL CLEANER & DYER. -7

Wanted: Manager for laundry and drycleaning plant doing \$400,000 per year, with ten to twenty years experience in production, cost control and maintaining quality. State age and salary expected, with references. ADDRESS, Box 7654, NATIONAL CLEANER & DYER. -7

Male or female wool presser. Steady employment, vacation and holiday pay, hospitalization insurance, bonus at Christmas and Easter. New building and cleaning equipment. Must have experience and references to be hired. Write or call: Charles Turnwald, c/o Superior Cleaners, 372 Erie Cor. S. Locust St., Adrian, Mich. 7719-7

SALESMEN-DISTRIBUTORS WANTED

SALESMAN for Southern states. Well-accepted and growing specialty chemical line. Work with established jobbers. Draw, expense, commission. Territory now earning \$12,000 per year. Potential \$25,000 yearly earnings. Young, experienced, high-caliber man wanted. Give background, present job, earnings, area covered, etc. All information confidential. ADDRESS, Box 7725, NATIONAL CLEANER & DYER. -14

Salesman with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirota Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flame proofing. Quality House Furniture Cleaners, Inc. 312 E. 102nd St., New York 29, N. Y. 7430-14

DISTRIBUTORS—INDEPENDENT SALESMEN—Sell our high-profit, no-inventory, register forms for drycleaners and laundries. We make any form to fit any register. Low prices—fast delivery—repeat sales. Free catalog. Automatic Salesbook Company, Willimantic, Connecticut. 7656-14

SITUATIONS WANTED

Wish to act as manufacturer's representative in Fort Worth area. Bank and character references on request. Sales and cleaning experience. ADDRESS, Box 7569, NATIONAL CLEANER & DYER. -5

Silk, wool spotter, quality work. Sober married man desires position in medium-sized plant on West Coast. With privilege of buying later. Have California operator's license. ADDRESS, Box 7716, NATIONAL CLEANER & DYER. -5

Dependable good worker, married, five children, wants position. Expert spotter, drycleaner. Can manage and train help. Sixteen years experience. Prefer small city, town anywhere enabling me to live in the country. Address: Raymond Chapman, 876 N. El Molino Ave., Pasadena, California. 7713-5

Expert Furrier on repairs, remodels and estimating. Previously employed with department stores. Qualified to do all types of work. Benjamin Rosenzweig, 942 46th St., Brooklyn 19, N. Y. 7720-5

MANUFACTURER'S REPRESENTATIVES

For West Coast. Well-accepted and advertised specialty line. Work with jobbers. Good profitable opportunity for right man. Give background, present lines carried, etc. ADDRESS, Box 7726, NATIONAL CLEANER & DYER. -19

TRAINING SCHOOLS AND INSTRUCTIONS

HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932. 5902-15

DO INVISIBLE REWEAVING IN YOUR OWN SHOP. Tremendous profits for you by giving your customers finest work AND prompt service. We teach you how to make tears, cuts, holes disappear from all clothing and fabrics. Earnings up to \$10 in an hour. Learn in days with the original Fabricon method. First in the field. A professional home study course. Write for FREE details. Fabricon, Dept. RR, 8342 S. Prairie, Chicago 19, Ill. 7544-15

LEARN TAILORING, REPAIRING in one of America's finest tailoring schools. 100-hour course \$100. Empire Institute of Tailoring, 422-A East Fifth St., Hazelton, Pa. 7129-15

LEARN TAILORING, REPAIRING, DESIGNING and CUTTING on men's and women's garments. (3 separate books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5670-15

BUSINESS SERVICE

DIRECT-MAIL ADVERTISING for cleaners that gets new business at low cost. Write for free samples. Reba Martin Co., 4201 N. W. 2nd Ave., Miami 37, Fla. 5974-10

DOUBLE YOUR INCOME from your newspaper advertising by using our low-cost "CLEANER VERSES" and cartoons. For FREE proofs write DAVID LILLY CARTOONS, Box 167, Long Beach, Calif. 7520-10

MACHINERY WANTED

WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: "M.A.T.S.A." Dr. Pasteur 113, MEXICO 7, D. F., MEXICO. 5703-3

Wanted: Used Hoffman presses, models VCO-56 and XCO-56, any amount. Address: Import. y Export. Universales, Carretera Saltillo No. 1, Monterrey, N. L., Mexico. 7733-3

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 7675-3

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LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE**, 53 Auburn St., Concord, N. H. 3635-25

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTEVILLE, VA.** 6040-25

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48-HOUR ANALYSIS SERVICE. Keep customer goodwill. Reports accepted by customers, retailers, legal authorities. Plant facilities available for corrective work. Low rates. **FREEMAN TEXTILE RESEARCH LABORATORIES**, 4 Commercial St., Malden 49, Mass. 7577-25

MISCELLANEOUS

Printers for tailor receipt book—cleaners route book—envelopes and statements. Free samples. Write **M & F Printing Co.**, 592 Wythe Ave., Brooklyn 11, N. Y., or call Stagg 2-7246. 7702-8

ELIMINATE SPOTTING DAMAGES—the costly \$1,897,000—yearly damage claim headache. It's here—**amazing—new—Supermaster Safety Spotting**—95% spot removal—100% safety to fabrics and dyes. Reply only on business stationery—**Natco**, 1340 S. Fifth Street, Philadelphia 47, Pennsylvania. 7689-8

BARGAINS—100 TALON TROUSER ZIPPERS, \$11.50, 24 SUEDE LEATHER ELBOW PATCHES, \$4.00. Ask for free price list of tailor trimmings, buttons, thread, tags, pins, complete line. **Nassau Notionhouse**, Nassau, N. Y. 5639-8

CLEANERS & LAUNDRY SIGNS 11 & 35 INCHES IN FLUORESCENT COLOR. REGULAR 75¢ EACH, WILL SEND 2 SIGNS AND CATALOGUE FOR \$1. ROYAL SIGNS, 472 FERRY STREET, NEWARK 5, N. J. 7737-8

ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES. Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS**. We know of no better way for a plant manager to judge our product. Over 2,000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO.**, 2610 Clay Ave., Fresno 1, California. 3476-8

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SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Reasonable prices. Ship to **THE SUEDE KING**, 1311 East State Street, Sharon, Pa. 5234-13

Suede and Leather cleaned and refinished—Jacket \$3.50; Topper, \$5.00; Coat, \$6.00. To change the color of suede, 50% more. **Advance Leather Coloring**, 1628 Pitkin Ave., Brooklyn 12, N. Y. 5849-13

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C.O.D. CLEANING & DYEING CO.**, 1430 Harrison St., Davenport, Iowa. 6055-13

CERTIFIED LEATHER CLEANERS—the first and only suede and leather cleaner offering a guarantee of satisfaction. **CERTIFIED LEATHER CLEANERS**, 734 S.W. 22nd Avenue, Miami, Florida. 7334-13

EXPERT LEATHER CLEANING—NORTHWEST'S FINEST LEATHER CLEANERS—SUEDES, GRAIN LEATHER, CAPE, KID. EVERY JOB A CUSTOM JOB—FAST SERVICE. REED CLEANERS, 20-13 ST. NORTH, FARGO, NORTH DAKOTA. 7502-13

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Our 43 years' experience, your assurance of quality on wholesale dye work. "We Know How." **WHITE'S, INC.**, Cleaners & Dyers, 2487 Texas Ave., Shreveport, La. 5459-12

LOEBL DYEING IS THE FINEST QUALITY PRODUCED. All garments are deluxe semi-finished, wrinkle-free, soft feel, easy-to-press. Individual inspection of each piece assures satisfaction or money back. We specialize in draperies, slipcovers and rugs. Loeb's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBL DYE WORKS, INC.**, 348 W. SALEM AVE., ROANOKE, VA. 7003-12

KRAN-MER DYE HOUSE, 2435 NORTH THIRD STREET, MILWAUKEE, WISCONSIN, HAS BEEN SERVING SEVERAL THOUSAND CLEANERS FROM COAST TO COAST SINCE 1917. WE OFFER AN UNUSUALLY TOP-GRADE PERSONALIZED, EASY-TO-PRESS DYEING SERVICE FOR PARTICULAR CLEANERS. NOTHING FINER ANYWHERE. ADVERTISING AIDS, POSTERS AND SIGNS WITH FIRST ORDER. THIRTY-DAY ACCOUNTS SOLICITED. 7027-12

For years our **EASY-TO-FINISH DYED WORK** has pleased the most discriminating customer. For **PROMPT SERVICE** and the **FINEST DYEING** of garments, rugs, drapes, slipcovers, suedes, leathers, try **SENECA DYERS, INC.**, 1127 MAPLE ST., ROCHESTER 11, N. Y. 7256-12

SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

Dyeing Is Our Business—"Science in the Art of Dyeing" by the South's most modern dyehouse. Our 24- to 48-hour **SERVICE** on garments, household items and rugs is unmatched. Let's get acquainted **NOW** for bigger profits. **DUFFEN DYE WORKS**, 2211 County St., Portsmouth, Virginia. 7639-12

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MANUFACTURER SELLING OUT SURPLUS 24 x 36 NYLON LAUNDRY NETS, \$13.50 PER DOZEN, FINEST QUALITY, SUPPLY LIMITED. L. S. SUPPLY COMPANY, 168 TRENTON AVENUE, WHITE PLAINS, NEW YORK. 7717-45

MACHINERY FOR SALE

REBUILT TO WEAR WITHOUT REPAIR. Complete drycleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalog or visit us. IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., Tel. EV 9-6585. 7674-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 7678-4

FIVE BUTLER DRYCLEANING TUMBLERS 36 x 30, automatic heat controls, 221 3-phase explosion-proof reversing motors, good condition. \$350 each. CORWIN CLEANERS, Des Moines, Iowa. 7709-4

For sale: 2 Pantex 30 x 48 washers, 2000 GPH Filter, 4 36 x 30 tumblers, practically new Kling 100 petroleum cleaning unit, Pantex press, Manitowoc 140° F. cleaning unit, 200 GPH Butler still, 20 HP. Sellers boiler, gas fired with return system. Benson Machinery Co., 1033 Main Street, Wheeling, W. Va. 7714-4

60-POUND PANTEX PERCHLORETHYLENE CLEANING UNIT, 220 VOLT ON PHASE, COMPLETELY OVERHAULED, EXCELLENT CONDITION, PRIVATE OWNER, CHICAGO, ILLINOIS. BEST OFFER WILL TAKE. ADDRESS, Box 7649, NATIONAL CLEANER & DYER. -4

200 HP. AMES LOCOMOTIVE BOILER, New '44, self-contained, used 1 yr, 125# pressure, last used on coal, \$2,975. 87-100 HP. AMES PACKAGE-TYPE BOILER, new '42, never used, 125 #PSI, 2600# steam per hr., Model MC90, w/oil burners, auxiliary equipment., Light oil #2 or #3—\$3,975 each. 7723-4

FOR SALE—1—5,000-gallon Gross filter, cone-shaped. 1—American washer #7284. 1—120" washer, wooden cylinder, used for rugs. 10—Huebsch tumblers. 1—30" extractor for wetcleaning room. 1—34" washer, motor-driven, for wetcleaning room. 1—Cissell dress blower, double. 2—150-gallon Gross stills. 1—48" motor-driven extractor, Gross. ADDRESS, Box 7729, NATIONAL CLEANER & DYER. -4

IMPERIAL LAUNDRY MACHINERY CO., INC., 121 Greenpoint Ave., Brooklyn, N. Y., EV 9-6585, are selling for owners of PENN CLEANERS, 207 W. 38th St., New York City—Prosperity laundry and drycleaning units, Prosperity 60 lb. automatic washer, 2 Mercury 140F cleaning units, 2 years old, tumblers, miscellaneous items. Also available synthetic and petroleum cleaning units, 2-girl shirt units, 5 H.P. Ingersoll-Rand Compressor, 10 H.P. packaged boiler. Building must be vacated immediately. Write or telephone for inspection and details. 7677-4

Prosperity 6A fully automatic synthetic unit, used less than 2 years. Can be seen in operation. Priced reasonably, can arrange terms. Trade-ins accepted. IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV 9-6585. 7676-4

LIQUIDATION SALE OF ENTIRE DRYCLEANING PLANT, ALL MACHINERY A1 CONDITION; 54 x 78" HOFFMAN BALLOON DRYCLEANING WASHERS; 48" and 60" AMICO OPEN-TOP EXTRACTORS; 5000 and 8000 GALLON FILTERS, MOTOR-DRIVEN PUMPS, TRAPS, ETC. ALSO SMALLER WASHERS, EXTRACTORS AND FILTERS AVAILABLE. VERY REASONABLY PRICED. WRITE, WIRE OR 'PHONE FOR FULL DETAILS. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 9th STREET, LONG ISLAND CITY 1, NEW YORK. STILLWELL 4-6666. 5378-4

ADJUSTA-FORMS, CERTIFIED REBUILT. PRICED SURPRISINGLY LOW. WRITE FOR DETAILS. SAXE-FREEMAN COMPANY, OMAHA, NEBRASKA. 7332-4

2-girl shirt unit, Unipress. Practically new, reasonably priced. Economy Cleaners, 900 N. Union St., Wilmington, Delaware. Phone 5-5551. 7604-4

FOR SALE—Five pressing machines. Completely rebuilt, all new parts including pins, bushings, steam and vacuum pedals, main foot pedal, steam valves, aprons, and flexible steam hose. 90% as good as new. Two Pantex utility, price \$225. Three Hoffman utility, price \$275. Write or wire—Cox Dry Cleaners, Inc., 81-83 Queen Street, Charleston, S. C. 7736-4

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RE-WEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. THRIFTY WEAVERS, 1412 Adams St., Toledo 2, Ohio. 7446-29

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REWEAVING—Saves and renews damaged garments. Contact us. Send garments for estimate. MAGIC RE-WEAVING SERVICE—227 Ness Building, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4052. 1629-29

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OUR READERS SAY

For Leather Information

To the Editor:

I see on page 12 of your Guidebook a "Letter to the Editor" regarding treating of suede and leather, from a cleaner in Belgium.

As headquarters and spokesman for the leather refinishing industry in this country, we feel that we are in an authoritative position to supply this information, just as the NID might be in answering textile cleaning questions. I think our technical committee has many answers that won't be found any place else.

ALLAN J. COPELAND
*Suede and Leather Refinishers
of America
Chicago, Ill.*

Source of Lighting Ideas

To the Editor:

One of our very good customers has checked the June 1955 issue of *THE NATIONAL CLEANER & DYER* Guidebook. On page 89, the Guidebook covers electrical requirements and lighting. As mentioned above, one of our very good customers is very interested in the lighting section. He plans to revamp his present store and finishing department and would like to have the latest idea on lighting.

Will you please forward to me as soon as possible the companies that will offer this service or the company that supplied the information to you for this article? We will in turn forward this information directly to the customer and advise him that we have received this information from your office.

R. E. LESTER
*American Cleaners Equipment Co.
Cincinnati, Ohio*

You will find that most power companies have departments that can be most helpful on lighting problems. In this immediate area it would, of course, be Consolidated-Edison. In addition, any reputable electrical distributor can also offer this service.—EDITOR

Catching Up on Guidebook

To the Editor:

I have the March *NATIONAL CLEANER & DYER* magazine and you have done a comprehensive and worthwhile job on the problem of selection,

training, and motivating route salesmen. In fact, I found the entire Guidebook issue quite interesting. My congratulations.

BLAINE S. BRITTON
*The Research Institute of America, Inc.
New York, N. Y.*

Invoice Forms

To the Editor:

We would very much like to get hold of some old invoices, the kind you get from cleaners when you hand in your cleaning.

We are revising ours (enclosed) and as you chaps are so far ahead of us, we would like to have our new lot done along your lines.

Any suggestions you care to make will be appreciated.

R. C. STANTON
*Perfecto Cleaners (Pty.) Ltd.
Nigel, South Africa*

Actually, the type of invoice you sent is similar to those commonly used here in the States. We are attaching a sample that is identical to yours, except that it is in duplicate. There has been an improvement made in this form in that the paper is carbonized. While it appears the same as the paper on the attached form, it is chemically treated to produce a carbon without the use of carbon paper.

Another type used commonly is the heavy paper form also enclosed. This lends itself to addressograph printing and also IBM checking.—EDITOR

Responsible for Everything

To the Editor:

In the belief that the drycleaning industry needs the confidence of the public and the public depends on the expert authority and advice of their cleaners, we are scrapping the customary "Cleaners Terms and Conditions of Acceptance" and offering the public an assurance that "We accept full responsibility for everything ac-

cepted for cleaning or repairing, under our new Gold Seal Service."

We do so in the belief that the vast majority of the public are honest and understanding. Obviously, what we accept at company's full responsibility rests mainly with the receptionist. We do not anticipate any sales resistance on this score.

LOUIS SPIRO
*IMCO Ltd.
Dublin, Eire*

Customer Control

To the Editor:

Can you advise where we might find a good follow-up system and customer control adaptable for drycleaners?

Laundries have a good system; however, laundry is usually picked up each week, and laundry customers are more dependable as regular customers than drycleaning customers.

We have asked several of the salesmen who call and we find numerous cleaners are looking for the same thing we are.

G. W. COLLIER
*Graydon Collier Company
Anderson, Ind.*

More and more drycleaners are becoming aware of the need for customer control. With this in mind, we have had several articles in the past several months on this subject. We are sending tear sheets which we hope will be helpful to you.

—EDITOR

Lost Article Found

To the Editor:

About two years ago you published an article in your magazine entitled, "The Spot That Wasn't There." We wonder if there is any possible way that we could get a copy of that article again. It appeared in either the "Editorials" or in the "Letters to the Editor." Our copy of this magazine has been lost and we would like very much to have this article again.

ROSE ADAMOWSKI
*Salzburg Dry Cleaners
Bay City, Mich.*

The article to which you refer was entitled "The Stain That Wasn't There." This appeared in our September 1952 issue. We were able to locate a copy of this in our files and are pleased to send it to you.—EDITOR

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor
*National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.*

CONTINUOUS RESEARCH AND ENGINEERING KEEPS THE *Adjusta-Form* AS MODERN AS TOMORROW

Improvements since Model P-2 include...

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Offers better, faster steam; a freer revolving form, a concentration and containment of steam in the bag and the elimination of condensate in the base.

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WICHITA 12, KANSAS



**Mr. John Lyman of "Par" Cleaners, Waterbury, Connecticut,
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"I have been operating all types and makes of synthetic machines since I came out of the service in 1945. Over a year ago I bought a Hoffman "JET", and can honestly say that this machine has given me the finest drycleaning I have ever seen. And I am now averaging between eight and nine thousand pounds of cleaning per drum of 'perc'. That big, open, single pocket does a swell job in knocking out the spots in cleaning, which means that my spotting is cut away down. My customers are very happy, too."

GET THE SAME CLEANING "PLUS"... THE SAME PROFIT "PLUS"... AS MR. LYMAN.

Ask your Hoffman distributor about the new Hoffman "JETS". Write or phone him today.



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- SINGLE OR TWO-BATH

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